

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Friday, February 20, 2009 5:57 PM
To: Gary Epstein
Cc: Rick Chessen
Subject: RE: Monday 4pm meeting

Terrific. Look forward to hearing about everything on Monday.

Think about whether you could imagine funding the Corporation for National Service to arrange for nonprofits across the country (for particular demographics) to receive training in DTV outreach, or to arrange for nonprofits to provide outreach services themselves. VISTA, Americorps. There will be three people at the Monday meeting - Sonal Shah, who will be leading the new WH Office of Social Innovation (not yet announced), Michele Jolin (something similar), and Carlos Monje (staffer for Sonal). The CNS could be a very effective channel partner for you. The real stumbling block may be whether there is enough time to implement a good project.

Susan Crawford
National Economic Council

bb (p)
(c)

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

From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Friday, February 20, 2009 4:21 PM
To: Crawford, Susan P.
Cc: Rick Chessen
Subject: RE: Monday 4pm meeting

Great, thanks. We had a good meeting today with the International Ass'n of Fire Chiefs. We are also today about to release a Report & Order which sets the stage for the process for the next four months.

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

From: Crawford, Susan P. [mailto: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

bb (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?

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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

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: Rick Chessen
Sent: Thursday, February 26, 2009 12:31 PM
To: Gary Epstein
Subject: Fw: DTV coordination meeting, Monday 3/2 4pm

Sent from my BlackBerry Wireless Handheld

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

From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Rick Chessen; agomez@ntia.doc.gov <agomez@ntia.doc.gov>; McGuire-Rivera, Bernadette <BMCGUIRE-RIVERA@ntia.doc.gov>; Rudy Bricche; Rosemary Harold; Robin Rosenbaum; Zakai, Marlene <MZAKAI@cns.gov>; william.lake@fcc.gov <william.lake@fcc.gov>; Alderfer, Robert H. <Robert_H._Alderfer@omb.eop.gov>; Kennedy, Joseph <Joseph_Kennedy@who.eop.gov>; Christopher Lewis
Cc: Farrell, Diana <Diana_Farrell@who.eop.gov>; Bhowmik, Rachana <Rachana_Bhowmik@who.eop.gov>; Brundage, Amy <Amy_Brundage@who.eop.gov>; Siegel, Avra <Avra_Siegel@who.eop.gov>; Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
Sent: Thu Feb 26 09:49:59 2009
Subject: DTV coordination meeting, Monday 3/2 4pm

Dear all,

Next Monday's weekly DTV coordination meeting will focus on:

1. lessons learned from 2/17 - better data presentation, prioritizing markets known to be unready
2. Timing for clearing coupon waiting list - sooner the better
3. Pulling together the story of "why the delay was a good idea" (Robin has already sent me a message about this)
4. Both NTIA and FCC making the case for precise allocations of \$650 million - be prepared with handouts for us about this, and work this out between NTIA and FCC before the meeting. Consider, as we discussed last week, waves of funding for FCC.
5. Outreach contracts - consider performance-based contracts, other metrics for outreach
6. Corporation for National Service - coordinate with Marlene Zakai before next week's meeting, who is copied above, and whose phone number is 202 606 6692.
7. Planning for 3/12 2pm EEOB meeting with outreach groups, FCC commissioners, NTIA officials.

I will send around the room number as soon as I have it. I have your WAVE information and will submit it, so you don't need to send it to me again.

Thanks -

Susan Crawford

National Economic Council

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(p)

(c)

From: Robin Rosenbaum
Sent: Saturday, February 14, 2009 12:13 AM
To: 'susancrawford@[REDACTED]'; Christopher Lewis; 'wheeler@[REDACTED]';
'marlondmarshall@[REDACTED]'; 'gerry.salemme@[REDACTED]'; 'larryirving@[REDACTED]'
Subject: Ladies and gentlemen...

Let me introduce the NEW dtv.gov!

<http://www.dtv.gov>

Enjoy! Stay tuned for reunion details.

Robin

From: Anna Gomez [agomez@ntia.doc.gov]
Sent: Friday, February 06, 2009 11:00 AM
To: Christopher Lewis; Gary Epstein; Rick Chessen; Robin Rosenbaum; Susan Crawford; Bernadette McGuire-Rivera; James C. Kohlenberger; dfarrell@who.eop.gov; Marne L. Levine; Rachana Bhowmik; scrawford@who.eop.gov
Subject: Re: DTV call - 11:30 am today

Hi all - here is the call-in information for today's call

Call in number is [REDACTED]

Participant passcode is [REDACTED]

>>> Susan Crawford <susancrawford@[REDACTED]@ntia.doc.gov> 2/6/2009 7:02 AM >>>
Hello - let's talk at 11:30am today. Rick and Gary: can you provide a bridge?

Thanks, sorry for the shift in time. We need to nail down the plan for next Tuesday.

All best,

> Susar

Christopher Lewis

From: larry irving [REDACTED] b6
Sent: Friday, February 06, 2009 9:12 AM
To: Susan_P._Crawford@who.eop.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; haleyvandyck@gmail.com; Robin Rosenbaum; Christopher Lewis; Amy_Brundage@who.eop.gov; Daniel_A._Turton@who.eop.gov; Shawn_P._Maher@who.eop.gov; Matthew_M._Onek@who.eop.gov; Marne_L._Levine@who.eop.gov; Diana_Farrell@who.eop.gov; Rachana_Bhowmik@who.eop.gov; rick.wigfield@fcc.gov; kartikra@ [REDACTED] b6 twheeler@ [REDACTED] b6 [REDACTED] b6 gerry.salemm@ [REDACTED] b6 dale.hatfield@ [REDACTED] b6
Subject: Articles re DTV

I know that some of you get these in your clips, but for those of you who don't..

Worst Case: Converter Boxes Could Run Out By End Of Month
 New boxes should be on the shelves by April
 By John Eggerton -- Broadcasting & Cable, 2/5/2009 5:03:28 PM MT

Michael Petricone, senior VP, government affairs, for the Consumer Electronics Association, says some DTV-to-analog converter box manufacturers have started manufacturing new boxes--they had stopped anticipating a Feb. 17 DTV cut-off date--and that new boxes should be on the shelves by April.

In the meantime, he told FCC commissioners at an open meeting Thursday, there could be a shortage of converter boxes depending on demand and the timing of the NTIA's ramping up of distribution.

He said there were between 3 million and 6 million boxes currently in the pipeline. Assuming the worst case, he said, of only 3 million boxes in inventory, if daily coupon redemptions continue at about 115,000 per day, "retailers would run out of boxes by the end of February."

But he said that assuming the high end of 6 million in inventory, retailers would run out of boxes in approximately 52 days, which would mean they would run out just as new boxes begin to arrive on store shelves.

But Petricone said that an unknown that makes any projections difficult is that, given the NTIA coupon wait list of 3.7 million requests, if NTIA were to suddenly issue all the coupons and 65% or so were redeemed, boxes would run out even earlier.

Commissioner Robert McDowell said that the possible shortfall of coupons was one of the two bombshells in the three-hour DTV update that made of acting FCC Chairman Micheal Copps' first meeting. The other was the revelation by a representative of NTIA that it could be April before coupons start being processed expeditiously given that the money to do so is contained in the economic stimulus package that may not be passed until early March.

McDowell wryly observed that the government had accommodated that possible shortfall in converters, saying that while there may not be an boxes on the shelves, that's OK, because there won't be any coupons either.

Broadcasters Challenge Nielsen Digital 'Preparedness' Counts
by David Goetzl and Joe Mandese, Yesterday, 1:47 PM

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- * Comments (1) ▼

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- * 5. Super Bowl Makes Media Sense Again With Movies, Gold, Snow Globes

TAGS: Television, TV, Digital

MOST READ

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- * 2. Industry Execs Find Opportunities In 'Deep, Dark Period'
- * 3. Nielsen: Bud, GoDaddy Most-Viewed Super Bowl Spots
- * 4. Mag Bag: Doubledown Busts, Conde May Lose 'Allure'
- * 5. Taxes Are Of Top Concern Among The Rich

Nielsen says some 5% of U.S. homes are still unprepared for the digital transition. Getting all homes prepared for the switch would seem to be impossible by the new date--June 12--despite years of warnings. The government now has some four months to whittle the 5% number down further.

In fairness, the figure has been steadily dropping--from 6.8% unprepared in late December, to 5.7% in January, to the 5.1% (5.8 million homes) now. The Albuquerque-Santa Fe market, per Nielsen, is the least prepared--with 12%-plus not ready.

In a surprise move, the National Association of Broadcasters issued a statement late Thursday contesting

the accuracy of Nielsen's estimate, claiming it overstates the degree of unpreparedness among U.S. TV viewers. Page 109 of 438

"Nielsen's measure of 'complete' unreadiness is inflated, because it does not account for people who have not installed their converter boxes yet or those who have coupons but have not yet redeemed them," NAB Vice President for Digital Television Transition Jonathan Collegio asserted, adding, "Currently more than 10 million coupons are active but not yet redeemed, and NAB research shows that nearly 40 percent of converter box owners have yet to hook up their boxes. These viewers may be technically unready in the strictest sense, but they are not completely unready. To get a truly accurate snapshot of consumer readiness, the specific actions taken by these households should be acknowledged."

A Nielsen spokesman countered the NAB assertion, noting, "Our readiness report does provide a snapshot of where we are right now, with whose ready and whose not."

One concern cited by the Obama administration and Congress was that older people and Hispanics would have the greatest risk of losing reception come the switchover. But Nielsen data shows that those over 55--although the government concern was for those much older--are more prepared than the general population, with the figure at 3.2%.

Among Hispanic homes, the figure is 8.5%--down from the 11.5% in December.

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THE OFFICE
of the
**PRESIDENT
ELECT**

January 8, 2009

The Honorable John D. Rockefeller IV, Chairman
Committee on Commerce, Science & Transportation
United States Senate

The Honorable Kay Bailey Hutchison, Ranking Member
Committee on Commerce, Science & Transportation
United States Senate

The Honorable Henry A. Waxman, Chairman
Committee on Energy and Commerce
United States House of Representatives

The Honorable Joe Barton, Ranking Member
Committee on Energy and Commerce
United States House of Representatives

Dear Chairman Rockefeller, Senator Hutchison, Chairman Waxman, and Congressman Barton:

Only 28 days after the Inauguration, Americans will awake to find their analog televisions no longer receive the over-the-air signals they have always relied upon for both entertainment and emergency notification. This is the result of a decision made by Congress in 2005 and implemented by the outgoing administration.

During the Transition, we have discovered major difficulties in the preparation for the February 17 conversion from analog to digital broadcasting. These weaknesses mean major problems for consumers. Because Congress mandated the conversion date and other components of the switch, congressional action is the first step toward addressing the problems awaiting Americans.

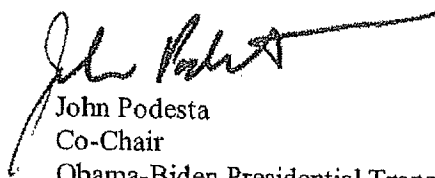
The program designed to provide consumers with a coupon to defray the cost of the digital-to-analog converter necessary for analog TVs to continue to work has run out of funds. As of today, over 1 million coupon requests sit on a wait list, unable to be fulfilled by the Department of Commerce. By early February, projections suggest that number could climb to over 5 million unhonored requests, increasing by hundreds of thousands every day. A waiver of the Anti-Deficiency Act is necessary to keep coupons going to consumers on a short-term basis under the existing authorization.

Even with the aforementioned waiver, however, the funds provided to support the conversion are woefully inadequate. Coupon demand appears headed to a level that will exceed that authorized by Congress. In addition, the government's programs to assist consumers through the upheaval of the conversion are inadequately funded. There is insufficient support for the problems consumers (particularly low income, rural and elderly Americans) will experience as a result of the analog signal cutoff. A part of the Economic Recovery Package contains resources to address these issues.

All of the above leads to a conclusion that the February 17 cutoff date for analog signals should be reconsidered and extended. With coupons unavailable, support and education insufficient, and the most vulnerable Americans exposed, I urge you to consider a change to the legislatively-mandated analog cutoff date.

Thank you for your consideration. I look forward to working with you in any way you find helpful.

Sincerely,

A handwritten signature in black ink, appearing to read "John Podesta", with a long horizontal flourish extending to the right.

John Podesta
Co-Chair
Obama-Biden Presidential Transition Team

Christopher Lewis

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: [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.

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

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

 [please use this email address for me until Monday]

Christopher Lewis

From: Susan Crawford [REDACTED] b6
Sent: Saturday, January 31, 2009 10:52 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, 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

[REDACTED] b6

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

> Thanks Susan, a few clarifications:
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 > off analog on Feb 17 if the transition is delayed. Our rules require
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>

> Susan

> [REDACTED]

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

>

>

>

>

>

Christopher Lewis

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
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Consumer Electronics Retailers Coalition



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.¶

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

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➤ 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.

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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.

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- 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.

Deleted: many or

- 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.

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- 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.

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- 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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(8) WHAT IS "HDTV?"

HDTV ("High Definition Television") is the highest quality format for digital television. Not all digital broadcast, cable, or satellite signals are in HDTV and not all "DTV" receivers can display HDTV. *All High Definition transmissions require digital HDTV tuners.*

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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- 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.
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High Definition Television, or “HDTV,” is the more general name for showing video in a newer and better format – *a wider screen with about 5 times the picture information*. All types of video displays – conventional picture tubes, projection TVs, and Plasma or LCD “flat panels” – can show HDTV *if they are designed to display this video information in this format*. *You can expect a product to tune and display HDTV only if it was sold or advertised as such*. For more information go to www.DTV.gov.

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Robert Schwartz – CERC Legal Counsel rschwartz@constantinecannon.com

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

Christopher Lewis

From: Susan Crawford [REDACTED]
Sent: Sunday, February 01, 2009 9:06 PM
To: Christopher Lewis
Subject: FW: for Chris Lewis--Todd McMullin
Attachments: Todd McMullin

Hi, just digging through email and found this.

----- Forwarded Message

From: "Murray, Christopher" <MurrCh@consumer.org>
Date: Wed, 14 Jan 2009 16:12:58 -0500
To: Susan Crawford [REDACTED] Gerard Saleme <Gerard.Saleme@ptt.gov>
Subject: for Chris Lewis--Todd McMullin

Todd is the head of Samaritan Software, the volunteer matching software company I've mentioned to you. I'm not endorsing his product in particular, nor has he asked me in any way to contact you guys (I thought of him because it seemed you needed a volunteerism partner, and he knows how to put surge capacity in place).

Can you please pass this on to Chris Lewis and see if he has 10-20 minutes to chat with Todd before he leaves town tmmw? No problem if not, they could connect on the phone later in the week or next.

Regards,

Chris

**

This e-mail message is intended only for the designated recipient(s) named above. The information contained in this e-mail and any attachments may be confidential or legally privileged. If you are not the intended recipient, you may not review, retain, copy, redistribute or use this e-mail or any attachment for any purpose, or disclose all or any part of its contents. If you have received this e-mail in error, please immediately notify the sender by reply e-mail and permanently delete this e-mail and any attachments from your computer system.

----- End of Forwarded Message

Christopher Lewis

From: Tom Wheeler [twheeler@[REDACTED] b6]
Sent: Thursday, February 05, 2009 10:45 AM
To: gsalemme@[REDACTED] b6 LIrving@[REDACTED] b6 /alerie.villarreal@[REDACTED] b6 Robin Rosenbaum;
dale.hatfield@[REDACTED] b6 Christopher Lewis; Elizabethechols@[REDACTED] b6 Kartik Raghavan; Marlon
D Marshall; haleyvandyck@[REDACTED] b6
Subject: Will you please email me your snail mail address?

Thank you

T

Tom Wheeler
Managing Director
Core Capital Partners
1401 Eye St, NW
Suite 1000
Washington, DC 20005
202.589.0090

Christopher Lewis

From: Tom Wheeler [twheeler@ [REDACTED] b6]
Sent: Wednesday, February 04, 2009 5:56 PM
To: larry iring; Susan_P._Crawford@who.eop.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; haleyvandyck@ [REDACTED] b6; Robin Rosenbaum; Christopher Lewis; Amy_Brundage@who.eop.gov; Daniel_A._Turton@who.eop.gov; Shawn_P._Maher@who.eop.gov; Matthew_M._Onek@who.eop.gov; Marne_L._Levine@who.eop.gov; dale.hatfield@ [REDACTED] g; Jim_C._Kohlenberger@ostp.eop.gov; Elizabethchols@gmail.com; Kartik Raghavan; Don Beyer; Ralph B. Everett; Melody Barnes; gsalemme@ [REDACTED] b6
Subject: RE: Congratulations All! Great work on the DTV Bill

Congratulations to all of you on the House passing (and sending to the President) the DTV delay bill!

It has been a long trip from late November/early December when the hard-working teams at the FCC and Commerce Department first flagged the DTV issue, to today's House passage (after twice having cleared the Senate!). At times it seemed like the Perils of Pauline, but you persevered and produced the result that was best for the American people.

We can all be proud that this will be among the first half dozen bills the President signs. That's what the Transition was all about: to identify issues that would occur in the first 90 days and begin to put in place solutions.

But you can also be proud of how you assessed the issue, reached a recommended course, achieved buy-in of that recommendation, and then set out to deliver on the President's decision. It was a wonderful team effort and I know I will always remember our daily 11:00 DTV Task Force meetings.

This effort also worked because of the way in which Susan Crawford stepped up as our new leader and how everyone seamlessly made the transition from being a government-in-waiting to a new team of the new government. Congratulations to Susan for her leadership throughout and thanks to Matt, Dan, Shawn, Amy and the whole crew who are now at the White House!

Now those of us who are not in government will watch as those of you who are take this saga on the next (and final) leg of the journey. The DTV Task Force laid out a good plan and I'm sure that the FCC and NTIA teams are only improving on it. We told the President that it was possible to clean up the mess left by the previous administration. The first step was the delay, now there are 100+ days of hard work ahead to deliver on the second part of that commitment. Those of us outside will watch with interest and be ready to help if called upon.

It was a privilege to work with all of you.

Thank you.

T

Tom Wheeler

3/30/2009

Managing Director
Core Capital Partners
1401 Eye St, NW
Suite 1000
Washington, DC 20005
202.589.0090

Christopher Lewis

From: larry irving [redacted]
Sent: Wednesday, February 04, 2009 5:40 PM
To: Robin Rosenbaum; Susan_P._Crawford@who.eop.gov; Gary Epstein; Christopher Lewis; Amy_Brundage@who.eop.gov; kartikra@[redacted]; twheeler@[redacted]; dale.hatfield@[redacted]; marlondmarshall@[redacted]
Subject: Re: Congratulations All! Great work on the DTV Bill

My ten dollars is in... I am pretty sure that the bet was ten bills from whatever side you are on... For those of you who are thirsty, however, I can always find a few bottles of wine or bottles of beer for you...

Larry

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

From: Robin Rosenbaum <Robin.Rosenbaum@fcc.gov>
To: larry irving <[redacted]>; Susan_P._Crawford@who.eop.gov; Gary Epstein <Gary.Epstein@fcc.gov>; Christopher Lewis <Christopher.Lewis@fcc.gov>; Amy_Brundage@who.eop.gov; kartikra@[redacted]; twheeler@[redacted]; dale.hatfield@[redacted]; marlondmarshall@[redacted]
Sent: Wed, 4 Feb 2009 5:22 pm
Subject: RE: Congratulations All! Great work on the DTV Bill

I would like to point out; Larry & Tom owe us drinks :)

From: larry irving [mailto:larryirving@aol.com]
Sent: Wednesday, February 04, 2009 5:12 PM
To: Susan_P._Crawford@who.eop.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; haleyvandyck@[redacted]; Robin Rosenbaum; Christopher Lewis; Amy_Brundage@who.eop.gov; Daniel_A._Turton@who.eop.gov; Shawn_P._Maher@who.eop.gov; Matthew_M._Onek@who.eop.gov; Marne_L._Levine@who.eop.gov; Diana_Farrell@who.eop.gov; Rachana_Bhowmik@who.eop.gov; rick.wigfield@fcc.gov; kartikra@[redacted]; twheeler@[redacted]; dale.hatfield@[redacted]; Jim_C._Kohlenberger@ostp.eop.gov
Subject: Congratulations All! Great work on the DTV Bill

Congrats all on passage of the DTV Transition Legislation. Now the fun begins...

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

From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>; bmcguire-rivera@ntia.doc.gov; larryirving@[redacted]; rick.chessen@fcc.gov; gary.epstein@fcc.gov; haleyvandyck@[redacted]; robin.rosenbaum@fcc.gov; christopher.lewis@fcc.gov; Brundage, Amy <Amy_Brundage@who.eop.gov>; Turton, Daniel A. <Daniel_A._Turton@who.eop.gov>; Maher, Shawn P. <Shawn_P._Maher@who.eop.gov>; Onek, Matthew M. <Matthew_M._Onek@who.eop.gov>; Levine, Marne L. <Marne_L._Levine@who.eop.gov>; Farrell, Diana <Diana_Farrell@who.eop.gov>; Bhowmik, Rachana <Rachana_Bhowmik@who.eop.gov>; rick.wigfield@fcc.gov; kartikra@[redacted]; twheeler@[redacted]; dale.hatfield@[redacted]

3/30/2009

Kohlenberger, Jim C. <Jim_C_Kohlenberger@ostp.eop.gov>
Sent: Tue, 3 Feb 2009 2:14 pm
Subject: DTV call, 4pm

Let's have a check-in call at 4pm today.

Participant passcode: [REDACTED] b6

Call-in number: [REDACTED] b6

Susan
[REDACTED] b6

[Great Deals on Dell Laptops. Starting at \\$499.](#)

[Great Deals on Dell Laptops. Starting at \\$499.](#)

Christopher Lewis

From: Robin Rosenbaum
Sent: Wednesday, February 04, 2009 5:22 PM
To: 'larry iring'; 'Susan_P._Crawford@who.eop.gov'; Gary Epstein; Christopher Lewis; 'Amy_Brundage@who.eop.gov'; 'kartikra@[REDACTED]'; 'twheeler@[REDACTED]'; 'dale.hatfield@[REDACTED]'; 'marlondmarshall@[REDACTED]'
Subject: RE: Congratulations All! Great work on the DTV Bill

I would like to point out; Larry & Tom owe us drinks :)

From: larry iring [mailto:larryiring@aol.com]
Sent: Wednesday, February 04, 2009 5:12 PM
To: Susan_P._Crawford@who.eop.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; haleyvandyck@[REDACTED]; Robin Rosenbaum; Christopher Lewis; Amy_Brundage@who.eop.gov; Daniel_A._Turton@who.eop.gov; Shawn_P._Maher@who.eop.gov; Matthew_M._Onek@who.eop.gov; Marne_L._Levine@who.eop.gov; Diana_Farrell@who.eop.gov; Rachana_Bhowmik@who.eop.gov; rick.wigfield@fcc.gov; kartikra@[REDACTED]; twheeler@[REDACTED]; dale.hatfield@[REDACTED]; Jim_C._Kohlenberger@ostp.eop.gov
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To: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>; bmcguire-rivera@ntia.doc.gov; larryiring@[REDACTED]; rick.chessen@fcc.gov; gary.epstein@fcc.gov; haleyvandyck@[REDACTED]; robin.rosenbaum@fcc.gov; christopher.lewis@fcc.gov; Brundage, Amy <Amy_Brundage@who.eop.gov>; Turton, Daniel A. <Daniel_A._Turton@who.eop.gov>; Maher, Shawn P. <Shawn_P._Maher@who.eop.gov>; Onek, Matthew M. <Matthew_M._Onek@who.eop.gov>; Levine, Marne L. <Marne_L._Levine@who.eop.gov>; Farrell, Diana <Diana_Farrell@who.eop.gov>; Bhowmik, Rachana <Rachana_Bhowmik@who.eop.gov>; rick.wigfield@fcc.gov; kartikra@[REDACTED]; twheeler@[REDACTED]; dale.hatfield@[REDACTED]; Kohlenberger, Jim C. <Jim_C._Kohlenberger@ostp.eop.gov>
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Susan
[REDACTED]

[Great Deals on Dell Laptops. Starting at \\$499.](#)

3/30/2009

Christopher Lewis

From: larry irving [REDACTED] b6
Sent: Wednesday, February 04, 2009 5:12 PM
To: Susan_P._Crawford@who.eop.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; haleyvandyck@[REDACTED] b6; Robin Rosenbaum; Christopher Lewis; Amy_Brundage@who.eop.gov; Daniel_A._Turton@who.eop.gov; Shawn_P._Maher@who.eop.gov; Matthew_M._Onek@who.eop.gov; Marne_L._Levine@who.eop.gov; Diana_Farrell@who.eop.gov; Rachana_Bhowmik@who.eop.gov; rick.wigfield@fcc.gov; kartikra@[REDACTED] b6; twheeler@[REDACTED] b6; [REDACTED] b6; dale.hatfield@[REDACTED] b6; Jim_C._Kohlenberger@ostp.eop.gov
Subject: Congratulations All! Great work on the DTV Bill

Congrats all on passage of the DTV Transition Legislation. Now the fun begins...

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From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>; bmcguire-rivera@ntia.doc.gov; larryirving@[REDACTED] b6; rick.chessen@fcc.gov; gary.epstein@fcc.gov; haleyvandyck@[REDACTED] b6; robin.rosenbaum@fcc.gov; christopher.lewis@fcc.gov; Brundage, Amy <Amy_Brundage@who.eop.gov>; Turton, Daniel A. <Daniel_A._Turton@who.eop.gov>; Maher, Shawn P. <Shawn_P._Maher@who.eop.gov>; Onek, Matthew M. <Matthew_M._Onek@who.eop.gov>; Levine, Marne L. <Marne_L._Levine@who.eop.gov>; Farrell, Diana <Diana_Farrell@who.eop.gov>; Bhowmik, Rachana <Rachana_Bhowmik@who.eop.gov>; rick.wigfield@fcc.gov; kartikra@[REDACTED] b6; twheeler@[REDACTED] b6; dale.hatfield@[REDACTED] b6; Kohlenberger, Jim C. <Jim_C._Kohlenberger@ostp.eop.gov>
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[Great Deals on Dell Laptops. Starting at \\$499.](#)



THE OFFICE
of the
**PRESIDENT
ELECT**

January 8, 2009

The Honorable John D. Rockefeller IV, Chairman
Committee on Commerce, Science & Transportation
United States Senate

The Honorable Kay Bailey Hutchison, Ranking Member
Committee on Commerce, Science & Transportation
United States Senate

The Honorable Henry A. Waxman, Chairman
Committee on Energy and Commerce
United States House of Representatives

The Honorable Joe Barton, Ranking Member
Committee on Energy and Commerce
United States House of Representatives

Dear Chairman Rockefeller, Senator Hutchison, Chairman Waxman, and Congressman Barton:

Only 28 days after the Inauguration, Americans will awake to find their analog televisions no longer receive the over-the-air signals they have always relied upon for both entertainment and emergency notification. This is the result of a decision made by Congress in 2005 and implemented by the outgoing administration.

During the Transition, we have discovered major difficulties in the preparation for the February 17 conversion from analog to digital broadcasting. These weaknesses mean major problems for consumers. Because Congress mandated the conversion date and other components of the switch, congressional action is the first step toward addressing the problems awaiting Americans.

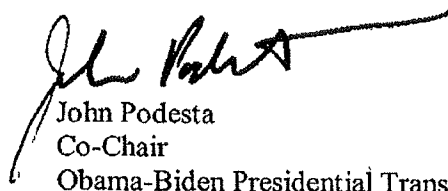
The program designed to provide consumers with a coupon to defray the cost of the digital-to-analog converter necessary for analog TVs to continue to work has run out of funds. As of today, over 1 million coupon requests sit on a wait list, unable to be fulfilled by the Department of Commerce. By early February, projections suggest that number could climb to over 5 million unfulfilled requests, increasing by hundreds of thousands every day. A waiver of the Anti-Deficiency Act is necessary to keep coupons going to consumers on a short-term basis under the existing authorization.

Even with the aforementioned waiver, however, the funds provided to support the conversion are woefully inadequate. Coupon demand appears headed to a level that will exceed that authorized by Congress. In addition, the government's programs to assist consumers through the upheaval of the conversion are inadequately funded. There is insufficient support for the problems consumers (particularly low income, rural and elderly Americans) will experience as a result of the analog signal cutoff. A part of the Economic Recovery Package contains resources to address these issues.

All of the above leads to a conclusion that the February 17 cutoff date for analog signals should be reconsidered and extended. With coupons unavailable, support and education insufficient, and the most vulnerable Americans exposed, I urge you to consider a change to the legislatively-mandated analog cutoff date.

Thank you for your consideration. I look forward to working with you in any way you find helpful.

Sincerely,

A handwritten signature in black ink, appearing to read "John Podesta", with a long horizontal flourish extending to the right.

John Podesta
Co-Chair
Obama-Biden Presidential Transition Team

1. February 5 PN *(Feb 4 - say be which - both Houses adopted the legis)*
 - a) We recognized that Congress found consumers needed additional time to prepare
 - b) Congress also recognized the need for broadcast station flexibility
 - c) Thus, the Commission required that stations wanting to transition on 2/17 must notify the FCC by February 9
2. We Published the List of Stations on February 10
 - a) There are 1796 full time stations; 190 had either already either transitioned or had filed to transition prior to 2/17
 - b) Of the 1578 remaining, 491 or about 31% notified us
 - c) The Commission much appreciated the 2/3 of the stations that agreed to continue to broadcast analog signal
3. DTV Delay Act Was Signed on February 11
4. That Same Day - Yesterday, we Issued a Second PN
 - a) What the Commission Considered
 - (1) Which, if any, of the 491 stations raised significant issues re harm to the public
 - (2) The Best Course of Action to Protect Consumers
 - b) Found that 368 stations could proceed with the transition on 2/17
 - c) Found that early termination for 123 stations in mostly smaller and mid-size markets posed a significant risk of substantial public harm
 - (1) The test were markets where all four of the major networks would be terminating analog service
 - d) For those markets we found that these stations nevertheless could terminate analog service if they met specified enhanced public interest commitments to protect consumers (no time for filings, etc.)
 - f) These conditions are
 - (1) Enhanced nighttime service for at least 60 days, broadcasting analog DTV transition and emergency information, plus local news and public affairs programming (which may carry advertising)
 - (2) On-air educational information including demonstration of converter box installations, antenna setups and other similar information
 - (3) That DTV termination and emergency information be transmitted in Spanish and English
 - (4) That the stations disseminate coverage information describing temporary or

permanent digital signal loss

- (5) Stations must provide local or toll-free assistance, including engineering support
- (6) Stations must provide a consumer walk-in center
- (7) Stations must comply with the consumer notification requirements previously specified
- (8) Stations are encouraged to coordinate with and use community resources for outreach and support
- g) The 123 Stations Must Certify That They Will Undertake These Actions by 6:00 p.m., EST February 13.
- h) Those That Do Not May Not Terminate Analog Service, Unless They Can Otherwise Meet a Very High Burden Relating to Exigent Circumstances or Extreme Economic Hardship

C. Now Comes the Hardest Part *- Making It Work*

- 1. We Need Your Help

III. Discussion

A. What We Do in the Next Ten Days?

- 1. What the Commission Is Doing
 - (a) Call Centers
 - (b) Deployment
 - (c) Outreach
- 2. Broadcasters are the primary "last mile" defense
 - (a) Confirm Copps Point of Contact Request
- 3. Public interest and local groups are vital
- 4. Issues
 - (a) Coupons
 - (b) Boxes
 - (c) Hook it up now?

B. What We Do in the Next Four Months?

- 1. Use of Stimulus Money
 - (a) FCC/NTIA cooperation
 - (b) Call centers, travel, help centers, in-home assistance, publications, advertising

2. Rule Makings - Clustering
3. Technical/coverage Solutions

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

Lori Maarbjerg

From: Joy Medley
Sent: Wednesday, February 11, 2009 4:12 PM
To: Michael Perko; Rick Chessen; Lori Maarbjerg
Subject: S. 352 - DTV Delay -Signed today

Importance: High

FYI-- I'll check for a PL number

From: Weinberg, Jeffrey A. [mailto:Jeffrey_A._Weinberg@omb.eop.gov]
Sent: Wednesday, February 11, 2009 4:02 PM
To: Joy Medley; OLAFCC
Subject: S. 352 - DTV Delay

We have been advised that the President signed S. 352 today.

Mike Copps

From: Rick Chessen
Sent: Tuesday, February 10, 2009 11:55 AM
To: Mike Copps
Cc: Carolyn Conyers
Subject: FW: Meeting at 3pm today

From: Crawford, Susan P. [mailto: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:

b6

cell
desk.

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

All best,

Susan

**REMARKS OF COMMISSIONER MICHAËL J. COPPS
WHITE HOUSE DTV MEETING
WASHINGTON, DC
FEBRUARY 12, 2009**

Thanks to everyone for being here today in what can only be described as a tumultuous week. And special thanks to Susan Crawford for convening this meeting. What a difference it makes to have folks over in this part of town not just paying attention, but helping to convene and coordinate. This has been a long time coming, something I've for an equally long time been calling for, and I'm grateful it is developing. As many of you know, I've been calling for this kind of coordinated, public-private sector partnership for years. I'm sure you're all sick of hearing me call for it in talk after talk and meeting after meeting, so I'll spare you the speech. And the good news for you is that I can stop making that pitch now, because that was then, and this is now. In the last few weeks—and, indeed, even before that, we've started to work together in a way we should have been for the last two years. The effort has been admirable and I commend you all for it.

With the invaluable help of my colleagues, Commissioner Adelstein—and Jonathan unfortunately could not be with us today due to the death of his mother—and Commissioner Rob McDowell, who is here, we've spent the vast majority of my short tenure as Acting Chairman focused on this issue. Jonathan is actually continuing his DTV outreach on the West Coast this week. And I'm so pleased at the way Rob McDowell has not just immersed himself in all things DTV, but is providing critical leadership, not just undertaking a truly strenuous travel schedule to get the word out around the country, but helping us get the disparate call center operations out there coordinated and pulling in a common direction with as much symmetry and smoothness as possible in the short time available to achieve that end.

For the past 3 weeks at the FCC, we have worked to create a more open and collaborative Commission. My approach as Acting Chairman has been to utilize the full capacity of the Commission by empowering everyone to do what they do best, and to do it together. That's a lot of people. In addition to Jonathan and Rob, two people meriting our special thanks are Rick Chessen, the Commission's Acting Chief of Staff, and Gary Epstein who came out of a much more leisurely life to lend his vast talents in organizing and inspiring people to a common cause. Rudy Brioche of Jonathan's office and Rosemary Harold of Rob's have also taken on leadership roles in consumer outreach and the call centers, respectively. My list could go on, but my FCC team has been incredible. We have fostered I think significantly enhanced relationship with NTIA and I thank Anna Gomez and Bernadette McGuire-Rivera for their dedication to our efforts. And, as much as many of these, I thank our private sector friends for stepping up and devoting so much talent and energy to trying to take as many seams as we can out of this transition.

Second, we have refocused our outreach efforts from promoting general awareness to helping consumers understand and accomplish what they personally need to do to prepare. Our field staff is setting up help centers and working with our outreach contractors and grassroots groups to better coordinate where these resources are targeted, and we'll hear more about that in a moment or two.

Third we have worked to coordinate all call centers under one national number. Commissioner McDowell and Andrew Martin, the Commission's CIO and another stellar member of our team, will speak to the details and progress of that effort in a moment, but this effort has epitomized the idea of a private-public partnership, and those call centers are the ultimate lifeline once the switch has been pulled.

Fourth, we have begun to get a better handle on some of the reception challenges that consumers face. We are, as my old boss Fritz Hollings used to be fond of saying, way "late to the knitting" on this one—but it's something we need to focus folks on *now*. We are finalizing an online tool that will allow consumers to better understand the signal strength of stations at their particular address. But the truth is that some consumers will lose some of their analog channels no matter what they do. After all the hoops we've asked them to go through to get ready for the transition, they have the right to know if they may still encounter problems through no fault of their own. Getting that message out and crafting new outreach messages generally, is a huge and immediate challenge. I know it's not an easy or simple message for local stations to get out—but it *is* essential to get it out. We want to be a part of that but, truth is, it's you folks in the private sector who know how to do this, not us in government. On messaging generally, new PSAs as we move toward a new date need to be as coordinated and as uniform as possible. We look forward to working with broadcasters and others to address all these problems.

These and many other good things have been accomplished in a very short period. Now, with Congress having passed—and the President having signed into law—the Delay bill, we have an opportunity, not to take a breath, but to push on in the coming months to address issues more successfully than our short term efforts could.

In a moment, I am going to hand things off to Commissioner McDowell and then to Gary Epstein, to discuss the direction of that preparation over the next 10 days and beyond, but before I do I want to stress the importance of our continued collaboration. We are going to ask all of you to recommit to the success of the DTV transition, especially for the next week—for those markets with stations turning off analog—and then for the next four months.

There is much to do and much will be asked of each of the groups represented here. One specific ask I'd like to make of the broadcast industry today is a follow-up of Commissioner McDowell's request at our *en banc* hearing last week. We need a designated private sector contact person in every DMA in the country. Someone we can contact who knows the market and is available to coordinate and help deal with any problems that arise. We first need to target those markets where most or all of the stations are planning to end analog broadcasting next Tuesday, but this is contact information I hope we can get as far before then as is humanly possible and for all 210 DMAs.

A word about yesterday's Public Notice. Gary will talk ~~about~~ about it shortly, but I just want to say that I think it's about as balanced as we could have made it, given that the Delay bill mandated flexibility for stations to go early. There will be some criticism from both sides, but I'd just suggest that when some think it may be too harsh and others too mild, maybe we got it about as right as we could. Anyhow, we'll save the rest of that for Gary.

In the short term we had -

So I commit to doing everything I can to get us from here to there. And I know that everyone in this room will do the same. You know, I can't promise a ticker-tape parade if we get make the progress we need to make in the next five days. But I'll tell you this—we can made really significant inroads on the dislocation and confusion that would otherwise exist if we weren't doing this all-out, admittedly last-minute, collaborative work. And I wouldn't underestimate the importance—and the public interest benefits—of accomplishing that.

Let me now turn this over to my colleague and friend, Commissioner Rob McDowell. And I do so in real gratitude for the leadership and collegial attitude he brings to this—and every other issue—that we're discussing at the FCC.

Rick Chessen

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

Sent: Thursday, February 05, 2009 12:13 PM

To: Gary Epstein; Rick Chessen

Subject: Responding to MC's message on my voicemail

Sorry, I still don't know when the President will sign the bill. Trying to find out.

Susan

b6

Rick Chessen

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

b6

Susan

b6

Rick Chessen

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 television
15 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 analog
20 television service (as amended by section 2 of this Act)
21 **so long as such prior termination is conducted in accordance with the Federal Communications Commission's requirements in effect on the date of enactment of this Act,**
22 **including the flexible procedures established in the Matter**
23 **25 of Third Periodic Review of the Commission's Rules and**

S:\WPSHR\LEG CNSL\XYWRITE\COM09\DTVXTN
January 28, 2009 (5:36 p.m.)

5

CS — 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

b6

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

Rick Chessen

From: Tom Wheeler [twheeler@ [REDACTED] b6]
Sent: Wednesday, February 04, 2009 5:56 PM
To: larry iring; Susan_P._Crawford@who.eop.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; haleyvandyck@ [REDACTED] b6 Robin Rosenbaum; Christopher Lewis; Amy_Brundage@who.eop.gov; Daniel_A._Turton@who.eop.gov; Shawn_P._Maher@who.eop.gov; Matthew_M._Onek@who.eop.gov; Marnie_L._Levine@who.eop.gov; dale.hatfield@ [REDACTED] b6; Jim_C._Kohlenberger@ostp.eop.gov; Elizabethchols@gmail.com; Kartik Raghavan, Dan Meyer; Ralph B. Everett; Melody Barnes; gsalemme@ [REDACTED] b6
Subject: RE: Congratulations All! Great work on the DTV Bill

Congratulations to all of you on the House passing (and sending to the President) the DTV delay bill!

It has been a long trip from late November/early December when the hard-working teams at the FCC and Commerce Department first flagged the DTV issue, to today's House passage (after twice having cleared the Senate!). At times it seemed like the Perils of Pauline, but you persevered and produced the result that was best for the American people.

We can all be proud that this will be among the first half dozen bills the President signs. That's what the Transition was all about: to identify issues that would occur in the first 90 days and begin to put in place solutions.

But you can also be proud of how you assessed the issue, reached a recommended course, achieved buy-in of that recommendation, and then set out to deliver on the President's decision. It was a wonderful team effort and I know I will always remember our daily 11:00 DTV Task Force meetings.

This effort also worked because of the way in which Susan Crawford stepped up as our new leader and how everyone seamlessly made the transition from being a government-in-waiting to a new team of the new government. Congratulations to Susan for her leadership throughout and thanks to Matt, Dan, Shawn, Amy and the whole crew who are now at the White House!

Now those of us who are not in government will watch as those of you who are take this saga on the next (and final) leg of the journey. The DTV Task Force laid out a good plan and I'm sure that the FCC and NTIA teams are only improving on it. We told the President that it was possible to clean up the mess left by the previous administration. The first step was the delay, now there are 100+ days of hard work ahead to deliver on the second part of that commitment. Those of us outside will watch with interest and be ready to help if called upon.

It was a privilege to work with all of you.

Thank you.

T

Tom Wheeler

Managing Director
Core Capital Partners
1401 Eye St, NW
Suite 1000
Washington, DC 20005
202.589.0090

Rick Chessen

From: Susan Crawford [REDACTED]
 Sent: Sunday, February 01, 2009 7:51 PM
 To: Rick Chessen
 Subject: Re: DTV status, Jan. 30 evening

We should try to be sensible, but also try to use the opportunity of 2/17 (if possible) to draw attention to the delay and the need to do something. After all, people have been told about that date for a long time...

I feel great sympathy for the difficulties you need to go through, but I believe that it will be better for consumers to have a delay. From difficulties come opportunities!

On 1/31/09 2:41 PM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

> 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] <[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>
 > Cc: twheeler@[REDACTED] <twheeler@[REDACTED]
 > gerry.salemmet@[REDACTED] <gerry.salemmet@[REDACTED]
 > dale.hatfield@[REDACTED] <dale.hatfield@[REDACTED]
 > 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: [REDACTED] b6
> 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, Marne L.;
> diana_farrell@who.eop.gov; Bhowmik, Rachana
> Cc: twheeler@ [REDACTED] b6; gerry.salemm@ [REDACTED] b6
> dale.hatfield@ [REDACTED] b6
> Subject: Re: Div 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?
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> 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] b6

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

>> 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
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>> 3. Not to complicate things, but stations in this latter category
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>> viewer notification should be required - and we may only be 7-10 days
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> that
>> point.
>>

>> Let me know if you have any questions.

>>

>>

>>

>> From: Susan Crawford [mailto: [REDACTED] b6]

>> Sent: Fri 1/30/2009 10:52 PM

>> To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; Gary

> Epstein;

>> haleyvandyck@[REDACTED] 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@[REDACTED] b6; gerry.salemm@ [REDACTED] b6

>> dale.hatfield@[REDACTED] b6
>> Subject: DTV status, Jan. 30 evening

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>> Legislation:

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

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>> Planning:

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>> 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.

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>> Retailers of converter boxes will need to be encouraged to stock

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>> boxes to meet demand. I will be contacting CERC to work on this

> message,

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> consumer

>> advocates to ensure coordination and continued assistance.

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> NTIA.

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>> approximately 3.3 million coupon requests now on the waiting list.

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>> [REDACTED] b6
>> [please use this email address for me until Monday]
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Rick Chessen

From: Susan Crawford [REDACTED] b6
 Sent: Saturday, January 31, 2009 10:32 AM
 To: Rick Chessen; Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@gmail.com; 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
 Subject: Re: DTV status, Jan. 30 evening dale.hatfield@ [REDACTED] b6

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] b6

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- > 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
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> four months should be allowed to turn off analog early.

> 4. We are thinking about the best way to quickly identify those
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> 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.

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> Sent: Fri 1/30/2009 10:52 PM
> To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; Gary
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> Cc: t.wheeler@██████████ b6 gerry.salemm@██████████ b6
> dale.hatfield@██████████ b6
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> 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.

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> enough boxes to meet demand. I will be contacting CERC to work on
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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.
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> broadcasters. Contracts may need to be re-negotiated.
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> 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.
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> Susan
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> [please use this email address for me until Monday]
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>
>
>

Rick Chessen

From: Susan Crawford [susancrawford@REDACTED]
Sent: Monday, January 12, 2009 9:12 AM
To: Rick Chessen
Subject: Re: DTV Glide Path

Thanks, will pass this along. We have been thinking along these lines too and it's part of our backup plan. Thanks so much. Susan

On 1/12/09 7:55 AM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

> On the plane to Detroit and thinking of a possible compromise on the
> issue of delay that I wanted to pass on fwiw (I don't have Gerry's
> email address on my bberry; please share if you'd like).
>
> Basically, the idea is this. We do not "move" the transition date but
> change it from a nationwide hard date to the start of a "glide path"
> to a complete switchover in x months.
>
> One way to do this would be to change the Analog Nightlight service to
> an Analog Lifeline service - instead of limited content for a 30-day
> period, stations could stay on the air for a longer period of time and
> provide their regular slate of news and entertainment programming. It
> also could include use of the 700 MHz band as long as those licensees
> aren't ready to go. We also may want to relax the "no interference"
> requirement of the current law to permit more analog service to continue.
>
> So most stations would still turn off analog on Feb 17, but one or
> more analog full-power stations would continue to operate in each
> market for some period of time.
>
> This could do a few things:
>
> 1. It would provide a glide path for consumers. Losing most stations
> on 2/17 would tell them this is really happening, and most consumers
> would switch then to avoid losing the bulk of service. We can then focus on the hard
> cases.
> 2. The consequences of not preparing are less dire - consumers
> wouldn't lose programming altogether.
> 3. It would help spread out the strain on call centers and boots on
> the ground. Existing contracts and efforts around 2/17 could proceed as planned.
> 4. It would permit messaging around 2/17 to continue.
> 5. It would eliminate objection by broadcasters that they are ready to go.
> 6. It would eliminate objection that any change would send a message
> that we're not serious.
>
> The downsides of such an approach would be the truncated nature of the
> service (eg some markets may lose Spanish-language broadcasting, but
> maybe that could be worked out with the Lifeline station), and
> ensuring that all areas have at least one Lifeline service (possibly
> mandatory if no stations volunteer?) Anyway, just wanted to pass
> thought along. Need to turn off electronic devices now for landing ...
>
>
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> Sent from my BlackBerry Wireless Handheld

> That still may require FCC approval, however, to the extent these
> stations are operating their pre-transition digital facilities at less
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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

[REDACTED]

[please use this email address for me until Monday]

Page 167 of 438

From: Susan Crawford [susancrawford@██████████ b6]
 Sent: Wednesday, January 28, 2009 11:08 PM
 To: Bernadette McGuire-Rivera; larry iring; Rick Chessen; gary.epsteindc@██████████ b6
 haleyvandyck@██████████ b6 rhr120@██████████ b6 Susan Crawford;
 christopher.lewis@██████████ b6; 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@██████████ b6 gerry.salemme@██████████ b6; dale.hatfield@██████████ b6
 Subject: DTV status, 1/28 pm

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



012809 rton-stearns to pelo:Changes.doc (28...
 012809 fcc DTV

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



January 28, 2009

The Honorable Nancy Pelosi
Speaker
U.S. House of Representatives
H - 232, U.S. Capitol
Washington, D.C.

Dear Speaker Pelosi:

Now that S. 328, the Senate's DTV-delay bill, has failed to gain sufficient support to pass without bypassing the regular procedures of the House of Representatives, all of us have work to do. The DTV transition program is neither stuck nor broke. There are problems, but they can be overcome with your help and a dollop of real bipartisanship.

A solution recommended by the Commerce Department currently exists in the form of H.R. 661. That bill or similar legislation will help television viewers without jeopardizing public safety, and it constitutes the most realistic chance for a real broadband stimulus without spending an extra \$650 million.

H.R. 661 authorizes \$250 million more for converter box coupons. It would clear the waiting list in just two weeks. We might even get most of the money back at the end of the program in coupons that people choose not to use. The legislation is based on the proposal the Commerce Department outlined in a Jan. 14 letter to Democratic and Republican leaders in both chambers of Congress.

It will finally give public safety officials the broadcast frequencies we promised them 10 years ago so they can save lives, and it lets wireless providers actually use the spectrum they've already paid \$20 billion to get.

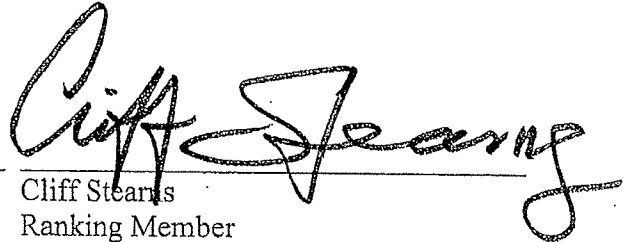
Mr. Stearns and I, along with eleven of our colleagues, are sponsors of the pending legislation, but it hardly matters whose name is on any bill that constitutes a strong, bipartisan solution to the DTV dilemma that both political parties face equally. More to the point, passing the Commerce Department's recommended solution will require your leadership and your party's active support. Getting the job done in time cannot be about laying blame or gaining credit, but about making the transition work.

We were working with Congressman Markey the first week of January on a bill to address the issues without throwing a monkey wrench into the program by stalling the transition. Had that work not been interrupted by the transition team's intervention, it seems likely that a bipartisan bill could have been through the House and the Senate already. We don't have much time left to pick up the pieces, but that's what we need to do, and your direct involvement and support right now can make all the difference.

Sincerely,



Joe Barton
Ranking Member
Committee on Energy and Commerce



Cliff Stearns
Ranking Member
Subcommittee on Communications,
Technology and the Internet

cc: Henry A. Waxman
Chairman
Committee on Energy and Commerce

Rick Boucher
Chairman
Communications, Technology, and the Internet

From: Susan Crawford [b6]
Sent: Wednesday, January 28, 2009 8:05 AM
To: Bernadette McGuire-Rivera; larry iring; Rick Chessen; gary.epsteindc@ [b6]
haleyvandyck@ [b6] rhr120@gmail.com; Susan Crawford;
christopher.lewis@obamaalumni.com; 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
Cc: twheeler@ [b6] gerry.salemme@ [b6]; dale.hatfield@ [b6]
Subject: DTV check-in call 4pm today

Let's have a call at 4pm today:

Participant Passcode:

Call-in Number:

By then we should know whether the House Rs have blocked the delay.

Susan

Christopher Lewis

From: Bernadette McGuire-Rivera [bmcguire-rivera@ntia.doc.gov]
Sent: Saturday, January 31, 2009 1:27 PM
To: larryirving@[REDACTED] b6 Christopher Lewis; Gary Epstein; Rick Chessen; Robin Rosenbaum; haleyvandyck@[REDACTED] b6 susancrawford@[REDACTED] b6 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] b6; gerry.salemme@[REDACTED] b6 dale.hatfield@[REDACTED] b6
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, 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
 [REDACTED] b6

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

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> 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. 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.

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> 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.

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> 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

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> notwithstanding the move to June 12, this particular station will be ending

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We would
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> Let me know if you have any questions.
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> From: Susan Crawford [mailto: [REDACTED] b6
> Sent: Fri 1/30/2009 10:52 PM
> To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; Gary
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> haleyvandyck@ [REDACTED] b6 Robin Rosenbaum; Susan Crawford; Christopher
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> dale.hatfield@ [REDACTED] b6
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>
> Susan
> [REDACTED] b6
> [please use this email address for me until Monday]
>
>
>
>

Christopher Lewis

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@aol.com <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>
Cc: twheeler@[REDACTED] <twheeler@[REDACTED]>; gerry.salemme@[REDACTED] <gerry.salemme@[REDACTED]>; dale.hatfield@[REDACTED] <dale.hatfield@[REDACTED]>
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.

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> 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

> [REDACTED]

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

>

>

>

>

>

Christopher Lewis

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Tuesday, February 03, 2009 2:14 PM
To: Crawford, Susan P.; bmcguire-rivera@ntia.doc.gov; larryirving@[REDACTED] Rick Chessen; Gary Epstein; haleyvandyck@[REDACTED] Robin Rosenbaum; Christopher Lewis; Brundage, Amy; Turton, Daniel A.; Maher, Shawn F.; Onyek, Matthew M.; Levine, Marne L.; Farrell, Diana; Bhowmik, Rachana; rick.wigfield@fcc.gov; kartikra@[REDACTED] twheeler@[REDACTED] dale.hatfield@[REDACTED] Kohlenberger, Jim C.
Subject: DTV call, 4pm

Let's have a check-in call at 4pm today.

Participant passcode: [REDACTED]

Call-in number: [REDACTED]

Susan
[REDACTED]

Christopher Lewis

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]

Passcode: [REDACTED]

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

Christopher Lewis

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

Sent: Wednesday, February 04, 2009 5:21 PM

To: Christopher Lewis; Robin Rosenbaum

Subject: thanks again

Thanks for all your long hours of volunteer work during the transition to make this delay happen – truly amazing. Great work. Hope you are enjoying the FCC, and I look forward to seeing you soon (if I can ever leave this desk). All best, Susan

Christopher Lewis

From: Mark Wigfield
Sent: Wednesday, February 04, 2009 7:03 PM
To: 'Susan Crawford'; Robin Rosenbaum; Christopher Lewis; Edie Herman; 'abrundage@who.eop.gov'
Subject: FCC talking points
Attachments: TPS delay 2-4-jpedits.doc; TP - public safety pw.doc; TP -- how FCC will use the DTV extension.doc; Cops delay statement from web.doc; McDowell extension statement.doc

I know we had talked about sharing talking points on the conference call last week. Here are ours, along with two commissioners statements, which will be used by our media and field people. It would be helpful for us to have NTIA's for our field people, but I don't know if NTIA is on this list

From: amyjbrundage@gmail.com [mailto: [REDACTED] b6]
Sent: Tuesday, January 27, 2009 6:25 PM
To: Mark Wigfield; Susan Crawford; Robin Rosenbaum; Christopher Lewis; Edie Herman
Cc: Gary Epstein; Rick Chessen
Subject: Re: DTV status

Can you all be sure to use my wh email - thanks. Abrundage@who.eop.gov

Sent from my Verizon Wireless BlackBerry

From: "Mark Wigfield"
Date: Tue, 27 Jan 2009 17:44:39 -0500
To: Mark Wigfield<Mark.Wigfield@fcc.gov>; Susan Crawford< [REDACTED] b6 >; Robin Rosenbaum<Robin.Rosenbaum@fcc.gov>; Christopher Lewis<Christopher.Lewis@fcc.gov>; Edie Herman<Edie.Herman@fcc.gov>
Subject: RE: DTV status

And just to reiterate our discussion on the call, we agreed to use the web site <http://www.dtv.gov/> on the White House statement rather than the FCC phone number.

From: Mark Wigfield
Sent: Tuesday, January 27, 2009 5:00 PM
To: 'Susan Crawford'; Robin Rosenbaum; Christopher Lewis; Edie Herman
Cc: Gary Epstein; 'amyjbrundage@ [REDACTED] b6'; Rick Chessen
Subject: RE: DTV status

Susan, Amy, here is Chairman Cops' statement in the event of passage. We are working on the other eventuality.

Statement from FCC Acting Chairman J. Cops:

"I welcome congressional action to provide an additional four months to deal with the DTV transition problems that should have been tackled long ago. It's crystal-clear that we are nowhere near as ready as we could have been -- and should have been -- by now. Moving ahead on February 17 would have left millions of

Americans without TV reception.

Now our challenge is to use the months ahead to deploy a coordinated public-private sector partnership to minimize consumer dislocation. This will require hard work and adequate resources, but I know we can put this extension of time to good use."

From: Susan Crawford [mailto: [REDACTED]@fcc.gov]
Sent: Tuesday, January 27, 2009 2:34 PM
To: Robin Rosenbaum; Susan Crawford; Christopher Lewis; Mark Wigfield; Edie Herman
Cc: Gary Epstein
Subject: Re: DTV status

We're waiting until the bill passes. That might not be until late tomorrow. We're trying to find out when the Senate will act.

On 1/27/09 2:32 PM, "Robin Rosenbaum" <Robin.Rosenbaum@fcc.gov> wrote:

What time exactly should this message go up so I can alert the on-site webmasters?

From: Susan Crawford [mailto: [REDACTED]@fcc.gov]
Sent: Tuesday, January 27, 2009 2:27 PM
To: Christopher Lewis; Susan Crawford; Robin Rosenbaum; Mark Wigfield; Edie Herman
Cc: Gary Epstein
Subject: Re: DTV status

That's not the final Amy statement. Here it is:

DRAFT STATEMENT FROM WHITE HOUSE:

"By postponing the DTV transition date to June 12, Congress has allowed for a targeted amount of time to plan better for the conversion and help get more people ready for the switch to digital television. Congress's bipartisan action appropriately acknowledges the needs of the American consumer and the public safety community. We will be working day and night to get Americans the information they need to be ready for this conversion, and will be seeking funding as part of an economic recovery plan to make more converter-box coupons and other assistance available to all our communities. Anyone who has questions or needs more information please call [main FCC call center number]."

On 1/27/09 2:19 PM, "Christopher Lewis" <Christopher.Lewis@fcc.gov> wrote:
Looping in Mark/Edie from FCC Media in case they haven't seen the draft statement from Amy below.

The number you should give them is 1-888-CALL-FCC. However that call center is already maxed out on what they are handling, will not have anything new to tell consumers right now, and they are not handling coupon questions.

From: Susan Crawford [mailto: [REDACTED] b6]
Sent: Tuesday, January 27, 2009 2:05 PM
To: Christopher Lewis; Robin Rosenbaum
Subject: FW: DTV status

Help – send stuff fast – this would go up on WH web site.

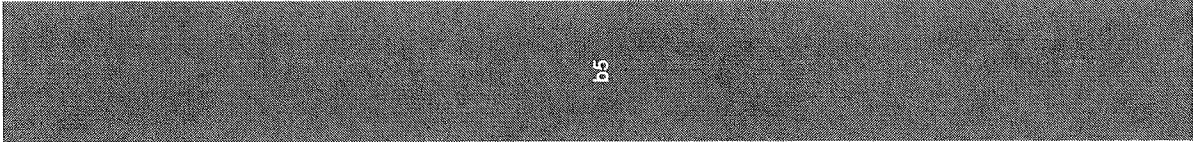
----- Forwarded Message

From: "Phillips, Robert M." <macon@who.eop.gov>
Date: Tue, 27 Jan 2009 13:54:53 -0500
To: "Brundage, Amy" <Amy_Brundage@who.eop.gov>, Susan Crawford < [REDACTED] b6 >
Cc: "Pfeiffer, Dan" <DPfeiffer@who.eop.gov>, "Reynolds, Christina" <Christina_Reynolds@who.eop.gov>, "Vega, Dag" <Dagoberto_Vega@who.eop.gov>, "Onek, Matthew M." <Matthew M. Onek@who.eop.gov>, "Hogan, Nancy D." <Nancy D. Hogan@who.eop.gov>, "Bhowmik, Rachana" <Rachana_Bhowmik@who.eop.gov>, "Croft, Cammie C." <Cammie C. Croft@who.eop.gov>
Subject: RE: DTV status

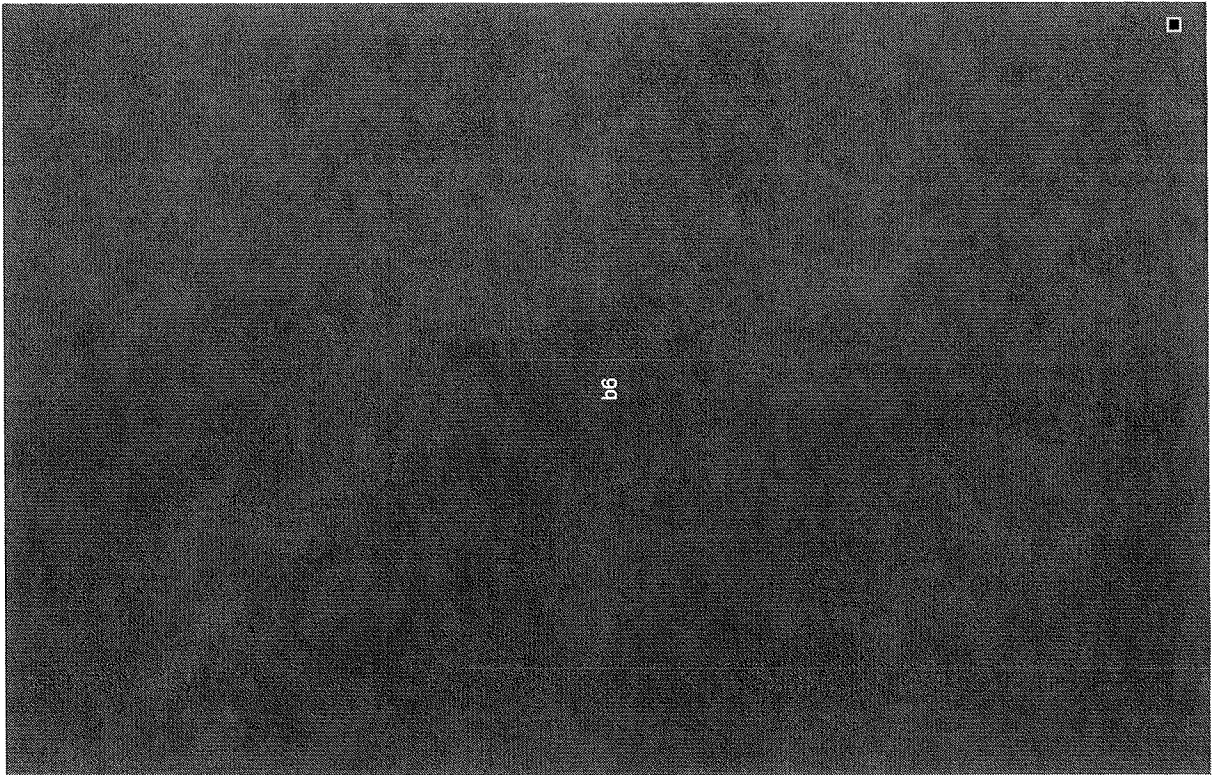
[REDACTED] b5

From: Brundage, Amy
Sent: Tuesday, January 27, 2009 12:08 PM
To: 'Susan Crawford'
Cc: Pfeiffer, Dan; Reynolds, Christina; Vega, Dag; Phillips, Robert M.; Onek, Matthew M.; Hogan, Nancy D.; Bhowmik, Rachana
Subject: RE: DTV status
Importance: High

[REDACTED] b5



From: Susan Crawford [mailto: [REDACTED] b6]
Sent: Tuesday, January 27, 2009 11:51 AM
To: [REDACTED] b6 Brundage, Amy
Subject: DTV status



----- End of Forwarded Message

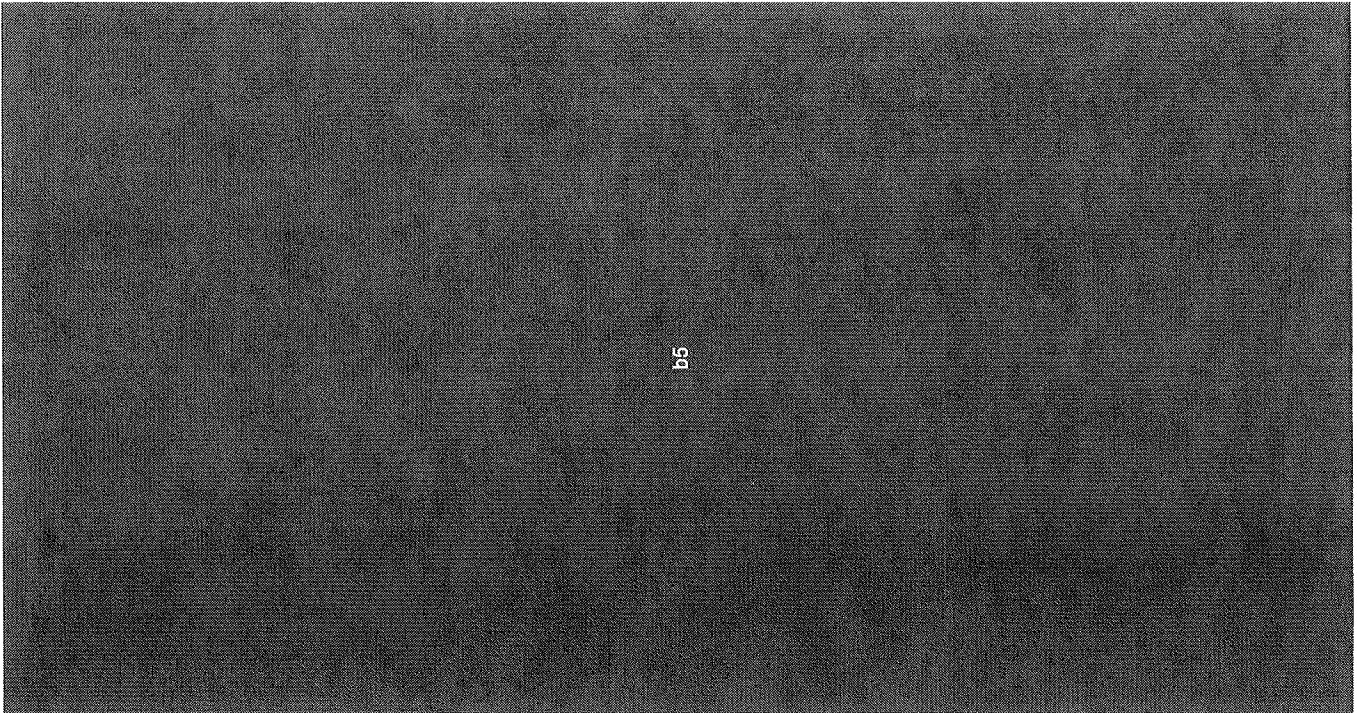
Talking Points on Extension

Despite the delay of the DTV transition to June 12, you should act now to make the transition. Here's why:

1. Even though the deadline has been pushed back, your local broadcasters may make the transition before then. So get ready now. Broadcasters must notify the public before shutting off their analog channels. Watch for announcements on the air or contact them directly.
2. Digital television is available now, so enjoy the benefits now by converting now. Benefits include more channels, better quality picture and sound, menu guides and more.
3. Run the "scan" function on your converter box or digital TV frequently to make sure you pick up any stations that change their broadcast channel, either when they make the transition early or after June 12.
4. Yes, there is a waiting list for converter box coupons. If your local broadcasters are converting soon, and you haven't applied for a coupon for your analog TV, make sure one TV is ready. To do this you may buy a box without a coupon, or subscribe to cable or satellite. Remember to apply for coupons to purchase boxes for your additional TVs.
5. Congress may provide more money for converter box coupons in the pending stimulus bill and end the waiting list.
6. By applying now, you'll have time to get coupons, install converter boxes, and check to see if your antenna works before June 12.
7. Analog is going away. So don't wait. Switch now!

Rick Chessen

From: Susan Crawford [REDACTED] b6
Sent: Tuesday, January 27, 2009 10:02 PM
To: Levine, Marne L.; Bhowmik, Rachana; monek@who.eop.gov; diana_farrell@eop.who.gov; Brundage, Amy; dturton@eop.who.gov
Subject: DTV status, 1/27 evening



Susan

[REDACTED] b6

On 1/27/09 3:32 PM, "Susan Crawford" [REDACTED] b6 wrote:

Bottom line: if there is to be a delay, it will have to happen this week in order for consumers and broadcasters to get word in time. A delay still looks probable, but House Republicans may block it tomorrow.

Legislative update:

1. Senate passed DTV delay bill last night. House canceled markup this morning, and is adding a few amendments that it has coordinated with Senate staff.
 1. "trigger" language for coupon mechanics, to satisfy House pay-as-you-go rules. (***The amendments made by this section shall not take effect until the enactment of new budget authority to carry out the analog-to-digital converter box program under section 3005 of the Digital Television Transition and Public Safety Act of 2005.***)
 2. A new public safety provision that APCO et al. support, allowing public safety to use spectrum once broadcasters have exited voluntarily. I understand that NAB will support this in a letter.

2/17/2009

3. Deleting budget language that the Senate had added to its bill, designating amounts as "emergencies" under budget CRs.
2. House will debate its bill (attached) tonight at 9pm. 40 minutes for debate. Vote will be held tomorrow morning.
3. In the meantime, Rep. Barton and Rep. Stearns have written to Speaker Pelosi objecting to the delay and saying the coupon program is fine (attached - we have responses to his points); APCO has written to Rockefeller supporting draft public safety language (attached); and NENA (911 operators) and Consumers Union have written in supporting delay.
4. Because the House bill is on a suspension calendar, you need 2/3 vote for it to pass. If Barton can persuade his colleagues to go along, the bill may fail tomorrow.
5. If it passes the House, we will be back in the Senate with a hotlined bill. The plan would be to have the results of that hotline no later than Thursday.
6. We should have a shared view that any delay after this week is too late. The Podesta 1/16 letter called for the "immediate consideration and passage" of this legislation.

Planning update:

1. Amy Brundage coordinating with NTIA and FCC press people to prepare announcement in the event there is a delay.
2. Planning continuing at FCC – priorities are integrated call center and coordinated consumer outreach.
3. Three million coupons now on the waiting list at NTIA.

Susan

b6

From: Susan Crawford [REDACTED] b6
 Sent: Tuesday, January 27, 2009 5:17 PM
 To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; gary.epsteindc@ [REDACTED] b6
 haleyvandyck@ [REDACTED] b6 rhr120@ [REDACTED] b6; Susan Crawford;
 christopher.lewis@ [REDACTED] b6; brunage, 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.salemm@ [REDACTED] b6 dale.hatfield@ [REDACTED] b6
 Subject: Barton Dear Colleague Letter

From: e-Dear Colleague
 Sent: Tuesday, January 27, 2009 4:54 PM
 To: E-DEARCOLL_ISSUES_G-Z_0000@ls2.house.gov
 Subject: HomelandSecurity, Technology: Dear Colleague: Oppose the DTV Delay

Oppose the DTV Delay
 From: The Honorable Joe Barton
 Sent By: garrett.golding@mail.house.gov
 <mailto:garrett.golding@mail.house.gov?subject=RE:%20Oppose%20the%20DTV%20De
 lay>
 Bill: S. 328
 Date: 1/27/2009
 January 27, 2009

DELAYING THE DTV TRANSITION WILL HARM PUBLIC SAFETY GIVE OUR FIRST RESPONDERS WHAT WE PROMSED YEARS AGO

Oppose S. 328 under suspension today

Dear Colleague:

The House will consider S. 328 today, a bill which would delay the digital television transition 120 days. The intention of this legislation is to protect consumers and give the unprepared more time to get ready for the DTV transition.

S. 328 does the opposite. Not only will consumers be more confused after its enactment, but a delay in the transition will jeopardize the spectrum cleared for First Responder communications.

As early as five years before 9/11, public safety officials called for more spectrum to be made available for better and more effective communication among emergency services. Tragically, the lack of such spectrum partially led to many unnecessary deaths among those responding the 9/11 attacks in New York. That is why the 9/11 Commission's 2004 report endorsed then-pending legislation that would have cleared the public safety spectrum years ago.

At present, all 50 states have received licenses to use the spectrum for their public safety services, and many agencies have spent millions of dollars preparing with new equipment. If they are ready to use the new spectrum to protect the public, why aren't we?

Despite claims to the contrary, the Waxman-Rockefeller DTV delay bill does not create a workable carve-out for public safety spectrum. In order for emergency services to use the spectrum they were promised, television broadcasters must stop analog broadcasts on those channels. Broadcast stations on the adjacent channels must also stop analog transmissions to avoid interfering with the public safety communications we are trying to enable. For all those broadcast stations to have somewhere else to go, additional broadcast stations must stop their transmissions as well, and the cycle continues. It is this daisy chain that makes S. 328 unworkable, unacceptable, and unfeasible.

We hope you oppose S. 328 on suspension. If you have any questions, feel free to contact Neil Fried or Garrett Golding with the Energy and Commerce Committee Minority at 5-3641.

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Sincerely,

/s
Joe Barton, Ranking Member
Committee on Energy and Commerce

Rick Chessen

From: Susan Crawford [REDACTED] b6

Sent: Tuesday, January 27, 2009 3:33 PM

To: Levine, Marne L.; Bhowmik, Rachana; monek@who.eop.gov; diana_farrell@eop.who.gov; Brundage, Amy; dturton@eop.who.gov

Subject: DTV status, 1/27 pm

Attachments: 012709 house version of #36CFC4; 012709 barton-stearns Letter to Speaker Pelosi Regarding S-328.pdf; 012609 NENA_DTV Transition letter 1 26 08.pdf; 012709 apco DTV Joint Letter to Rockefeller Final 012709[1].pdf

Bottom line: if there is to be a delay, it will have to happen this week in order for consumers and broadcasters to get word in time. A delay still looks probable, but House Republicans may block it tomorrow.

Legislative update:

1. Senate passed DTV delay bill last night. House canceled markup this morning, and is adding a few amendments that it has coordinated with Senate staff.
 1. "trigger" language for coupon mechanics, to satisfy House pay-as-you-go rules. (*"The amendments made by this section shall not take effect until the enactment of new budget authority to carry out the analog-to-digital converter box program under section 3005 of the Digital Television Transition and Public Safety Act of 2005."*)
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2. House will debate its bill (attached) tonight at 9pm. 40 minutes for debate. Vote will be held tomorrow morning.
3. In the meantime, Rep. Barton and Rep. Stearns have written to Speaker Pelosi objecting to the delay and saying the coupon program is fine (attached - we have responses to his points); APCO has written to Rockefeller supporting draft public safety language (attached); and NENA (911 operators) and Consumers Union have written in supporting delay.
4. Because the House bill is on a suspension calendar, you need 2/3 vote for it to pass. If Barton can persuade his colleagues to go along, the bill may fail tomorrow.
5. If it passes the House, we will be back in the Senate with a hotlined bill. The plan would be to have the results of that hotline no later than Thursday.
6. We should have a shared view that any delay after this week is too late. The Podesta 1/16 letter called for the "immediate consideration and passage" of this legislation.

Planning update:

1. Amy Brundage coordinating with NTIA and FCC press people to prepare announcement in the event there is a delay.
2. Planning continuing at FCC – priorities are integrated call center and coordinated consumer outreach.
3. Three million coupons now on the waiting list at NTIA.

Susan

[REDACTED] b6

2/17/2009

From: Susan Crawford [REDACTED]
Sent: Tuesday, January 27, 2009 4:58 PM
To: Bernadette McGuire-Rivera; larry iring; Rick Chessen; gary.epsteindc@ [REDACTED] b6
haleyvandyck@ [REDACTED] rhr120@ [REDACTED] Susan Crawford;
christopher.lewis@ [REDACTED] 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] b6
Subject: Boucher/Waxman Dear Colleague letter

Technology: Dear Colleague: Support the DTV Delay

From: The Honorable Rick Boucher

Sent By: jennifer.schneider@mail.house.gov

<mailto:jennifer.schneider@mail.house.gov?subject=RE:%20Technology:%20Dear%20

Colleague:%20Support%20the%20DTV%20Delay>

Bill: S. 328

Date: 1/27/2009

FAILING TO DELAY THE DTV TRANSITION WILL

STRAND CONSTITUENTS AND

HARM CONSUMERS

Join Unanimous Senate in Supporting S. 328

January 27, 2009

Dear Colleague:

Today, we will consider legislation, S. 328, which would delay the digital television (DTV) transition deadline until June 12, 2009. The goal of the legislation, which passed the Senate unanimously, is to ensure that consumers are prepared for the DTV transition.

The TV Converter Box Coupon Program, which provides households with up to two \$40 coupons, each of which may be applied to the cost of a digital-to-analog converter box, has run out of money. As of midnight, the waiting list for coupons totaled more than 3.1 million coupons, sought by more than 1.7 million households. More than 47% of those households rely solely on over-the-air reception.

The waiting list cannot be cleared prior to the current February 17, 2009, DTV transition date, which means that many of the 1.7 million households on the waiting list will be left unprepared for the transition. Furthermore, if the DTV transition occurs on February 17, 2009, millions of households would be left without access to television, which is a primary source of public safety information.

This legislation is supported by AT&T and Verizon Wireless, the biggest winners of spectrum that will be vacated as a result of the DTV transition. It accommodates public safety by allowing public safety to operate now on broadcast spectrum that will be vacated after the transition.

This bill also corrects some of the biggest problems with the coupon program. In particular, households that requested coupons which have now expired for example, because the coupons were lost in the mail or the household could not find a retailer with converter boxes in stock before the 90-day expiration may reapply for coupons.

We hope you will support S. 328. If you have any questions, please feel free to contact Roger Sherman with Rep. Waxman at 225-2927 or roger.sherman@mail.house.gov <mailto:roger.sherman@mail.house.gov> or Jennifer Schneider with Rep. Boucher at 225-3861 or jennifer.schneider@mail.house.gov <mailto:jennifer.schneider@mail.house.gov>

With kind regards, we are

Henry Waxman
Chairman
Energy and Commerce Committee
Technology and the Internet

Rick Boucher
Chairman
Subcommittee on Communications,

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From: Susan Crawford [REDACTED]
Sent: Monday, January 26, 2009 7:02 PM
To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; gary.epsteindc@gmail.com; haleyvandyck@[REDACTED]; rhr120@[REDACTED] Susan Crawford; christopher.lewis@[REDACTED] 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: Senate passed CC

Tom, Gerry, could you call me? We need to make sure that House just picks it up and passes it on a suspension calendar.

Susan

Rick Chessen

From: Susan Crawford [mailto: [REDACTED] b6]
Sent: Tuesday, January 27, 2009 12:42 PM
To: Rick Chessen; Gary Epstein
Cc: Brundage, Amy
Subject: FW: DTV status

Rick and Gary – can you please coordinate with Amy. We are having a press call at 1pm – I think I sent this around before, but just in case:

Participant Passcode:

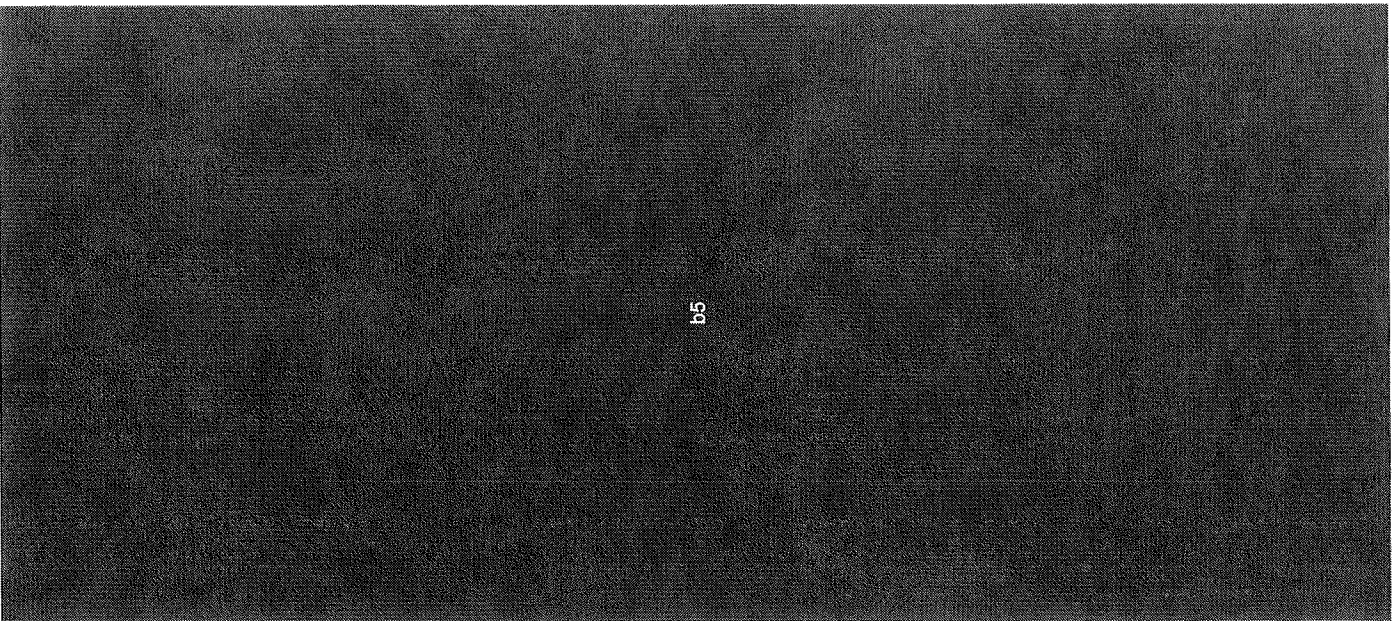
[REDACTED] b6

Call-in Number:

[REDACTED] b6

----- Forwarded Message

From: "Brundage, Amy" <Amy_Brundage@who.eop.gov>
Date: Tue, 27 Jan 2009 12:08:22 -0500
To: Susan Crawford [mailto: [REDACTED] b6]
Cc: "Pfeiffer, Dan" <DPfeiffer@who.eop.gov>, "Reynolds, Christina" <Christina_Reynolds@who.eop.gov>, "Vega, Dag" <Dagoberto_Vega@who.eop.gov>, "Phillips, Robert M." <macon@who.eop.gov>, "Onek, Matthew M." <Matthew_M. Onek@who.eop.gov>, "Hogan, Nancy D." <Nancy_D. Hogan@who.eop.gov>, "Bhowmik, Rachana" <Rachana_Bhowmik@who.eop.gov>
Subject: RE: DTV status

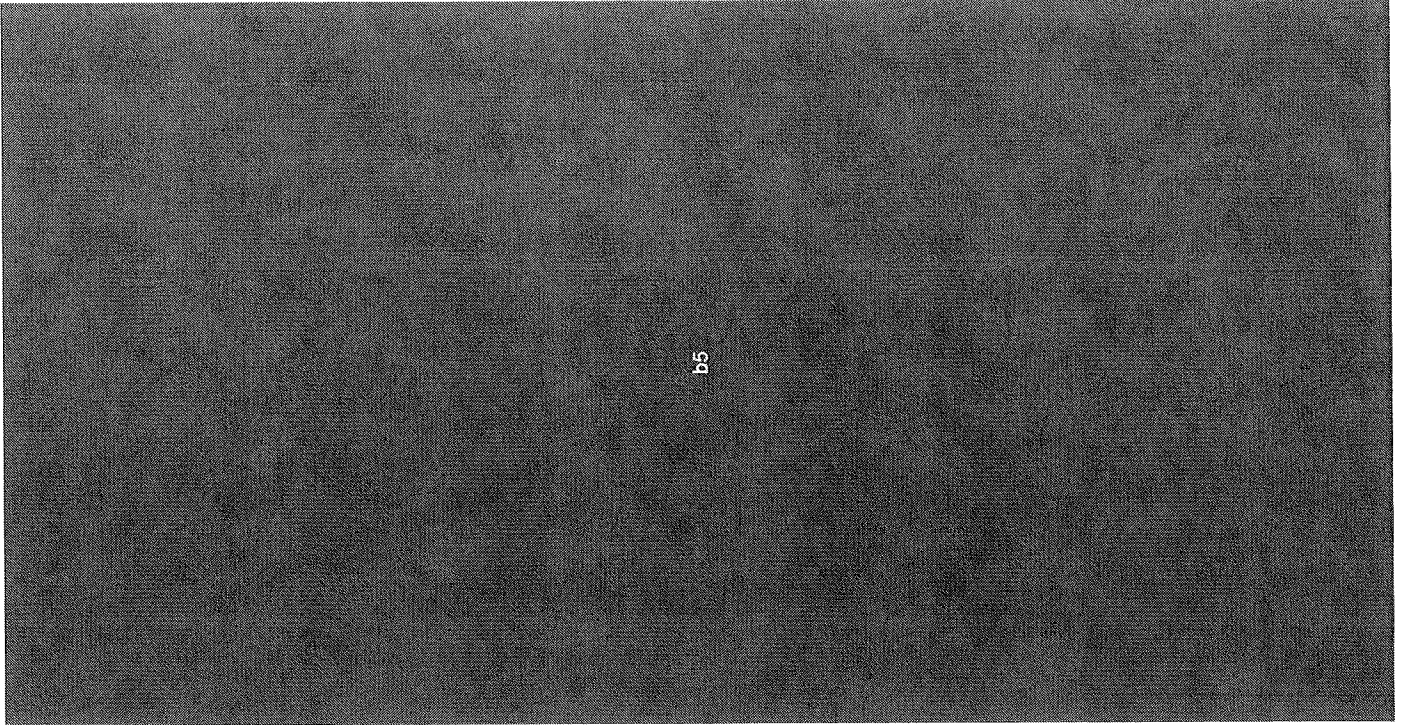


From: Susan Crawford [mailto: [REDACTED] b6]
Sent: Tuesday, January 27, 2009 11:51 AM
To: [REDACTED] b6 Brundage, Amy

2/17/2009

Subject: DTV status

Page 198 of 438

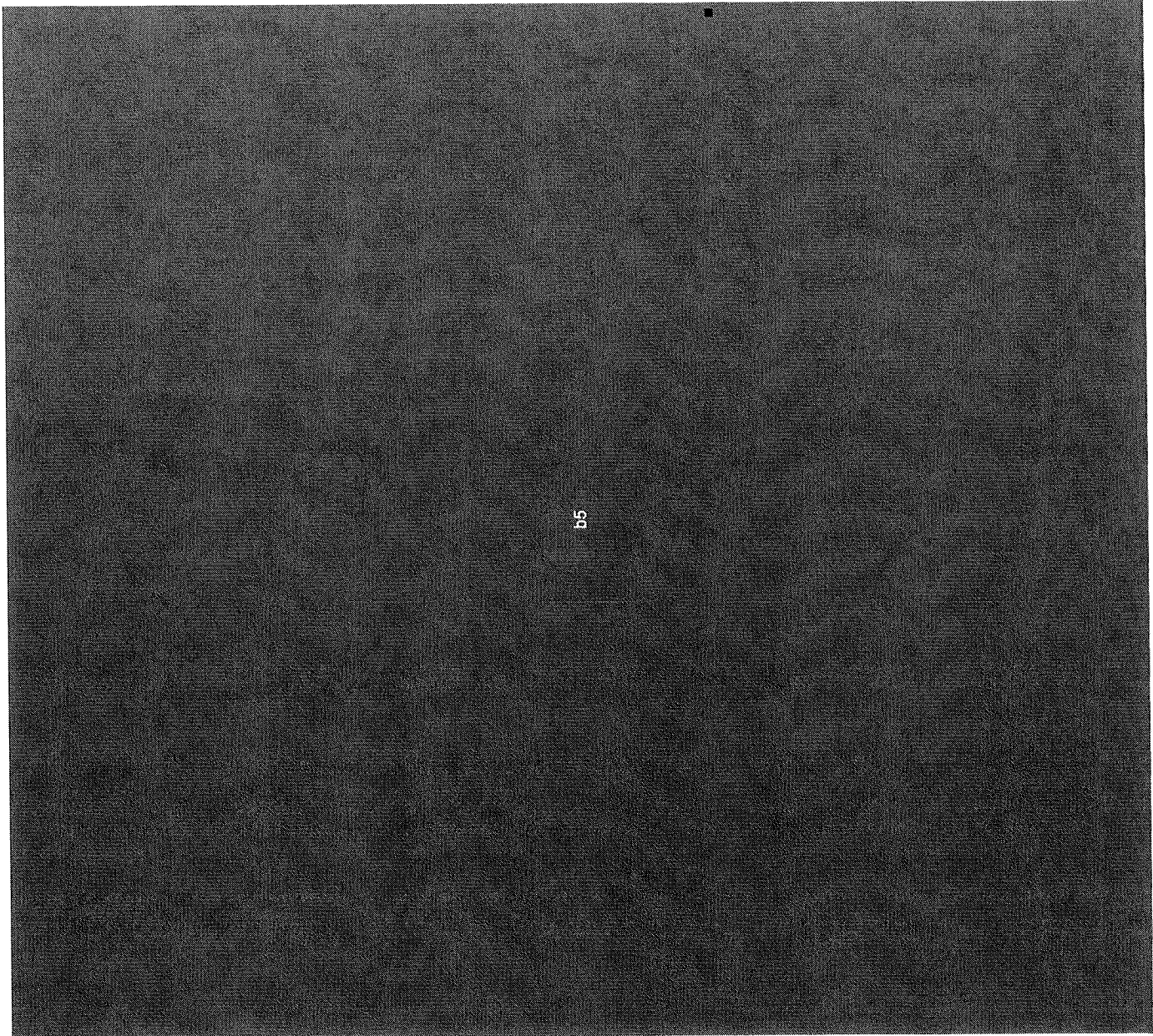


b5

----- End of Forwarded Message

Rick Chessen

From: Susan Crawford [REDACTED] b6
Sent: Monday, January 26, 2009 12:38 PM
To: Bhowmik, Rachana; Susan Crawford; Onek, Matthew M.; Brundage, Amy; Turton, Daniel A.; Maher, Shawn P.; Levine, Marne L.; Farrell, Diana
CC: Kohlenberger, James C.
Subject: DTV status, 1/26 - need WH support teed up for this afternoon
Attachments: 012609 cu letter.doc



Susan

[REDACTED] b6

2/17/2009

Rick Chessen

From: Susan Crawford [susancrawford@ [REDACTED] b6]
Sent: Monday, January 26, 2009 5:43 PM
To: Bhowmik, Rachana; Susan Crawford; Onek, Matthew M.; Brundage, Amy; Turton, Daniel A.; Maher, Shawn P.; Levine, Marne L.; Farrell, Diana
CC: Kohlenberger, James C.
Subject: Re: DTV status, 1/26 - need WH support teed up for this afternoon

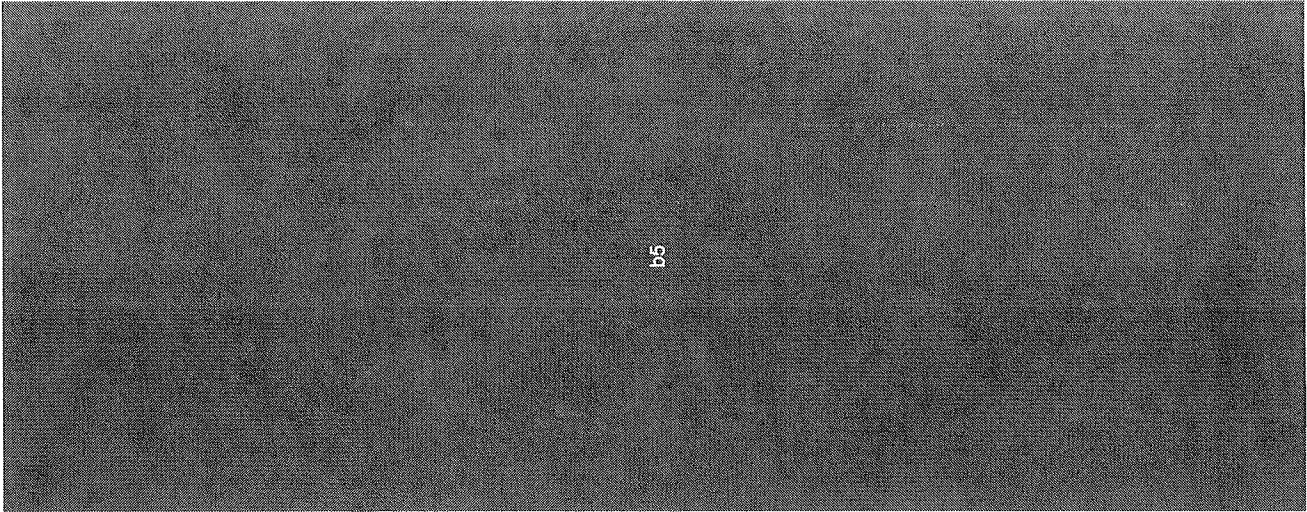
[REDACTED] b5

Susan

[REDACTED] b6

On 1/26/09 12:38 PM, "Susan Crawford" [REDACTED] b6 wrote:

[REDACTED] b5



b5

Susan

b6