

Christopher Lewis

From: Rick Chessen
Sent: Saturday, January 31, 2009 10:45 AM
To: Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@[REDACTED] b6
Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov;
smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov;
Bhowmik, Rachana
Cc: twheeler@[REDACTED] b6; gerry.salemme@[REDACTED] b6; dale.hatfield@[REDACTED] b6
Subject: RE: DTV status, Jan. 30 evening

Happy to talk to Copps about that.

From: Susan Crawford [mailto:susancrawford@[REDACTED] b6]
Sent: Sat 1/31/2009 10:31 AM
To: Rick Chessen; Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein;
haleyvandyck@[REDACTED] b6; Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov;
smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@[REDACTED] b6; gerry.salemme@[REDACTED] b6; dale.hatfield@[REDACTED] b6
Subject: Re: DTV status, Jan. 30 evening

Hi Rick - thanks for this.

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

Thanks for thinking about this.

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

Susan
[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 notice
- > because they are legally required to do so on that date. The 100 stations you
- > mention may be the ones with careful lawyers who filed a 30-day placeholder on
- > Jan 17 in the event that Congress moved the transition date. There may be
- > many more planning to turn off - leases expiring, construction crews
- > scheduled, etc. On the other hand, there also may be some on list of 100 that
- > actually won't want to transition if other stations in their market are

- > staying on in analog, but sent in a notice to preserve their options.
- >
- > 2. Under our rules, some stations can turn off by simply providing 30-day
- > notice but some still need FCC permission. Specifically, those who are
- > currently operating in digital on their post-transition digital channel can
- > turn off their analog signal by simply providing notice - that's because the
- > digital channel has already been cleared of interference concerns for both
- > pre-transition and post-transition operations. There are about 1,100 such
- > stations. On the other hand, stations that are moving back to their analog
- > channel for post-transition digital operations (or to a third channel) cannot
- > simply do so without FCC authorization - digital operations on those channels
- > prior to the transition date has not been cleared and could pose a risk of
- > interference. There are about 600-700 stations in this category.
- >
- > 3. Not to complicate things, but stations in this latter category could, I
- > suppose, stay on their pre-transition digital channel and turn off their
- > analog with the expectation of firing up on the analog frequency on June 12.
- > That still may require FCC approval, however, to the extent these stations are
- > operating their pre-transition digital facilities at less than full power (and
- > many are). There's a policy issue about whether stations that won't be
- > providing full digital coverage for the next four months should be allowed to
- > turn off analog early.
- >
- > 4. We are thinking about the best way to quickly identify those stations that
- > would actually like to turn off analog on Feb 17 - both for interference
- > analysis - if necessary - and for providing adequate notice to viewers that
- > notwithstanding the move to June 12, this particular station will be ending
- > analog service on Feb 17. Obviously whatever we do will be less than the
- > normal 30-day notice requirement. But they have a pretty good argument for
- > why they didn't meet that rule. One option would be a waiver of the rule for
- > stations unable to give 30 days' notice because of the date change. We would
- > then need to address any interference concerns and what kind of viewer
- > notification should be required - and we may only be 7-10 days out at that
- > point.
- >
- > Let me know if you have any questions.
- >
- > _____
- >
- > From: Susan Crawford [mailto:susancrawford@ [REDACTED] b6
- > Sent: Fri 1/30/2009 10:52 PM
- > To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; Gary Epstein;
- > haIeyvandyck@ [REDACTED] b6 Robin Rosenbaum; Susan Crawford; Christopher Lewis;
- > Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov;
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- > Cc: twheeler@ [REDACTED] b6 gerry.salemme@ [REDACTED] b6
- > dale.hatfield@ [REDACTED] 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
- > [REDACTED] b6
- > [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 2:22 PM
To: Crawford, Susan P.; Onek, Matthew M.; Levine, Marne L.; Bhowmik, Rachana; Brundage, Amy; Farrell, Diana; Bernadette McGuire-Rivera; Anna Gomez; Rick Chessen; rick.wigfield@fcc.gov; Gary Epstein; Christopher Lewis; Robin Rosenbaum; haley.vandyck@ptt.gov
Subject: DTV check-in call, 4pm today

Let's continue our 4pm calls this week. The key agenda item for today is finalizing the list for Tuesday's meeting and checking in on messaging between now and then.

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

Talking Point – Public Safety and DTV Delay


An important benefit of all-digital broadcasting is that it will free up parts of the valuable broadcast spectrum for more robust public safety communications. At this point, we do not believe there will be a significant impact on public safety as a result of the DTV transition deadline delay. Some of the spectrum is already being used by states and public safety organizations across the nation, and additional bands will be freed up as stations complete the DTV transition.

How FCC will use the extension

- Improve our outreach program and send more FCC staff into communities to help consumers get ready for the transition
- Better prepare our call centers so that consumers can get a fast response with the information they need
- Help broadcasters provide the best possible signals over their service areas
- Help consumers identify and resolve reception issues, including problems with converter boxes and antennas
- Continue to improve coordination with other agencies, such as the NTIA (National Telecommunications and Information Administration), and with the private sector.

Laurence Schecker

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From: Susan Crawford [susancrawford@ b6]
Sent: Wednesday, January 28, 2009 9:49 PM
To: Gary Epstein; Susan Crawford
Cc: Rick Chessen; Christopher Lewis
Subject: Re: Changes Document

Great, Gary. Good work. Very glad to have this.

Susan

On 1/28/09 9:58 AM, "Gary Epstein" <Gary.Epstein@fcc.gov> wrote:

Susan-

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

Gary

<<DTV Changes.doc>>

Gary Epstein

Gary.epstein@fcc.gov <<mailto:Gary.epstein@fcc.gov>>

202-418-7831

Laurence Schecker

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From: susancrawford@ [REDACTED] b6
Sent: Friday, January 30, 2009 7:03 PM
To: Gary Epstein; Christopher Lewis
Cc: Rick Chessen
Subject: Re: A couple questions from Susan

Thanks so much. In the past, the FCC has encouraged broadcasters to do coordinated soft tests. Would that kind of effort be possible for Feb 17?

This would be something the white house would like to see.

Thanks for the clarification on the weary people out in the field. It would be good if fresh volunteers showed up. But I understand that is difficult.

Thanks again, especially for all the hard work under trying circumstances.

Susan

Sent from my Verizon Wireless BlackBerry

From: "Gary Epstein"
Date: Fri, 30 Jan 2009 17:55:54 -0500
To: Christopher Lewis<Christopher.Lewis@fcc.gov>; <Susancrawford@ [REDACTED] b6
Subject: RE: A couple questions from Susan

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

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

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

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

After you left the call, Susan was looking for answers to two question ASAP tonight.

First, would the FCC be able to run longer, extended soft tests on the 17th for stations that are not going to switch early on that date?

More soft tests can be done. They are voluntary and it is a station that decide whether or not to do a soft test.

Second, I was unsure about your mentioning that we would have to bring back the field folks if there was a delay and Susan asked

2/27/2009

for clarification on that. It came up again because Bernie mentioned that we should keep them out there to continue the outreach and transition work over the 4 months, and I commented that we made that assumption in figuring out how to use the stimulus money.

What I meant was that we have been pushing people in the field to stay there for months and pushing them harder now that we are getting closer to Feb 17. We also are running short on volunteers to undertake this task. If there is a delay, we may want to give these folks some R&R. And there may well be a gap period – the Commission runs out of money for travel unless and until we get the stimulus funds.

Christopher Lewis

From: Christopher Lewis
Sent: Monday, February 09, 2009 4:25 PM
To: 'Crawford, Susan P.'
Subject: RE: Invitee list

Yes, we are including the work plan as part of his presentation.

Emails and phone numbers we haven't done so I'll see if I can start to run those down before they finalize the list.

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

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 09, 2009 4:21 PM
To: Christopher Lewis
Subject: RE: Invitee list

Hi, Chris, thanks.

You'll need to be prepared with the FCC work plan in advance of the Thursday public meeting. The FCC will need to tell everyone what they plan to do during the delay period. It should include specific plans for call center and outreach - as specific as you can get them - based on what you've heard about DMAs moving early and what targeting you've done of specific DMAs based on demographic information. (I still haven't gotten that shared list from NTIA and FCC that I keep asking for.)

For Thursday, if the Chairman is going to give a presentation he should have with him enough copies to hand out the slides to everyone.

For the invitation list, reminder that I need emails and phone numbers for everyone on the list.

Thanks for writing.

Susan

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

From: Christopher Lewis [mailto:Christopher.Lewis@fcc.gov]
Sent: Monday, February 09, 2009 4:13 PM
To: Crawford, Susan P.
Subject: RE: Invitee list

Susan,

Also let me know if there is anything you need help with logistically. We're working up a draft of the Chairman's presentation to show to him tomorrow, but other than that and the list I don't think we have any items we need to prepare on the FCC side.

Chris

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

From: Gary Epstein
Sent: Monday, February 09, 2009 4:07 PM
To: Rick Chessen; 'susancrawford@' [REDACTED] b6
Cc: Christopher Lewis; 'agomez@ntia.doc.gov'; 'bmcquire-rivera@ntia.doc.gov'
Subject: RE: Invitee list

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Subject: RE: Invitee list

Susan --

[REDACTED] b5

GME

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@ [REDACTED] b5'; Gary Epstein
Subject: Fw: Invitee list

[REDACTED] b5

Sent from my BlackBerry Wireless Handheld

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

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

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

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

[REDACTED] b5

Christopher Lewis

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 09, 2009 4:37 PM
To: Christopher Lewis
Subject: RE: Invitee list

Great work, thanks so much.

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

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Sent: Monday, February 09, 2009 4:25 PM
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For Thursday, if the Chairman is going to give a presentation he should have with him enough copies to hand out the slides to everyone.

For the invitation list, reminder that I need emails and phone numbers for everyone on the list.

Thanks for writing.

Susan

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To: Rick Chessen; 'susancrawford@' [b5]
Cc: Christopher Lewis; 'agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'
Subject: RE: Invitee list

Susan --

[REDACTED]

b5

GME

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@' [b5]; Gary Epstein
Subject: Fw: Invitee list

Christopher Lewis

From: Rick Chessen
Sent: Tuesday, January 27, 2009 12:50 PM
To: Mark Wigfield; Edie Herman; Christopher Lewis
Cc: Gary Epstein
Subject: FW: NTIA Public Affairs Office

Can you all do this conference call together from conf room #1? Gary and I won't be there - they are looking for press strategies. Thanks

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

From: Susan Crawford [mailto:susancrawford@b6]
Sent: Tuesday, January 27, 2009 10:08 AM
To: Cowles Pullen, Karen; Susan Crawford; Forbes, Bart; Amy Brundage
Cc: McGuire-Rivera, Bernadette; Rick Chessen; Gary Epstein
Subject: Re: NTIA Public Affairs Office

That sounds fine. Rick and Gary, following up, can you confirm that someone from FCC press/communications function can join at 1pm today? Call-in numbers are below.

Susan

b6
On 1/27/09 9:50 AM, "Cowles Pullen, Karen" <kcpullen@doc.gov> wrote:

> All -- I had invited Rich Wade, our new senior advisor to the
> Secretary, to this as well. Is that okay with everyone? Not sure if he
> will be on the call, but wanted to loop him in....thanks.

>
> Karen

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

> **From:** Susan Crawford [mailto:susancrawford@b6]
> **Sent:** Tuesday, January 27, 2009 8:53 AM
> **To:** Forbes, Bart; Susan Crawford; Amy Brundage
> **Cc:** Cowles Pullen, Karen; McGuire-Rivera, Bernadette
> **Subject:** Re: NTIA Public Affairs Office

>
> Let's start with the crew that is needed to coordinate response to
> today's story - that there will likely be a delay. We need to have
> talking points ready re both "how things are already different" from
> pre 1/20 and what NTIA and FCC will be doing differently if there is a
> delay. I believe that means Amy plus you and Karen.

>
> Then we can take on the larger "how do we get word out about a delay"
> task, which will include everyone.

>
> Amy, do you agree?

>
> Susan

>
> On 1/27/09 8:30 AM, "Bart Forbes" <bforbes@ntia.doc.gov> wrote:

>> Great. If we are discussing messaging, shouldn't we include the DTV
>> team, Congressional crew, and Ketchum?

>>
>> - Bart

>>>> Susan Crawford <susancrawford@b6 1/27/2009 8:38:02 AM >>>
>> Thanks, Bart. We have rescheduled the 10am call for 1pm today.

>>

>> Here is call-in information:

>>
>> Participant Passcode:

>> [REDACTED] b6

>> Call-in Number:

>> [REDACTED] b6

>> Susan

>> On 1/27/09 8:35 AM, "Brundage, Amy" <Amy_Brundage@who.eop.gov> wrote:

>>> Thank you!

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

>>> From: Bart Forbes [mailto:bforbes@ntia.doc.gov]

>>> Sent: Monday, January 26, 2009 5:10 PM

>>> To: Brundage, Amy

>>> Cc: Karen Cowles Pullen; Bernadette McGuire-Rivera

>>> Subject: NTIA Public Affairs Office

>>> Amy, thank you for your time today to assist in aligning our public affairs efforts. Here is my understanding:

>>> 1. I will continue to field media inquiries and repond with information about the facts of the TV Converter Box Coupon Program. Any requests for policy statements or inquiries from the major media outlets will be forwarded to you and Bernie.

>>> 2. Since many media outlets require attribution for information, I will continue to be identified as a Public Affairs Specialist with the NTIA (which is indeed my job description title.)

>>> 3. By about 4:00pm every day, I will forward to you a listing of the media inquiries received and the type of information requested.

>>> 4. We will gather telephonically once again tomorrow at 10am to discuss the way forward with or without action by Congress to delay the end the digital television transition.

>>> Please confirm that this is also your understanding. Thanks.

>>> - Bart

>>> B. R. Forbes, Public Affairs Specialist National Telecommunications & Information Administration U.S. Department of Commerce, Room 4897 14th and Constitution Avenue NW Washington, DC 20230

>>> bforbes@ntia.doc.gov
>>> (202) 482-7002 press office
>>> (202) 482-1950 direct line
>>> (202) [REDACTED] mobile
>>> (202) 219-2077 facsimile

>>>
>>
>
>
>

Christopher Lewis

From: Mark Wigfield
Sent: Tuesday, January 27, 2009 12:52 PM
To: Rick Chessen; Edie Herman; Christopher Lewis
Cc: Gary Epstein
Subject: RE: NTIA Public Affairs Office

I can be there

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

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Cc: Gary Epstein
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>>> (which is indeed my job description title.)
>>>
>>> 3. By about 4:00pm every day, I will forward to you a listing of the
>>> media inquiries received and the type of information requested.
>>>
>>> 4. We will gather telephonically once again tomorrow at 10am to
>> discuss
>>> the way forward with or without action by Congress to delay the end
>> the
>>> digital television transition.
>>>
>>> Please confirm that this is also your understanding. Thanks.
>>>
>>> - Bart
>>>
>>>
>>> B. R. Forbes, Public Affairs Specialist National Telecommunications
>>> & Information Administration U.S. Department of Commerce, Room 4897
>>> 14th and Constitution Avenue NW Washington, DC 20230
>>>
>>> bforbes@ntia.doc.gov
>>> (202) 482-7002 press office
>>> (202) 482-1950 direct line

Christopher Lewis

From: Christopher Lewis
Sent: Monday, February 09, 2009 4:25 PM
To: 'Crawford, Susan P.'
Subject: RE: Invitee list

Yes, we are including the work plan as part of his presentation.

Emails and phone numbers we haven't done so I'll see if I can start to run those down before they finalize the list.

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

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 09, 2009 4:21 PM
To: Christopher Lewis
Subject: RE: Invitee list

Hi, Chris, thanks.

You'll need to be prepared with the FCC work plan in advance of the Thursday public meeting. The FCC will need to tell everyone what they plan to do during the delay period. It should include specific plans for call center and outreach - as specific as you can get them - based on what you've heard about DMAs moving early and what targeting you've done of specific DMAs based on demographic information. (I still haven't gotten that shared list from NTIA and FCC that I keep asking for.)

For Thursday, if the Chairman is going to give a presentation he should have with him enough copies to hand out the slides to everyone.

For the invitation list, reminder that I need emails and phone numbers for everyone on the list.

Thanks for writing.

Susan

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

From: Christopher Lewis [mailto:Christopher.Lewis@fcc.gov]
Sent: Monday, February 09, 2009 4:13 PM
To: Crawford, Susan P.
Subject: RE: Invitee list

Susan,

Also let me know if there is anything you need help with logistically. We're working up a draft of the Chairman's presentation to show to him tomorrow, but other than that and the list I don't think we have any items we need to prepare on the FCC side.

Chris

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

From: Gary Epstein
Sent: Monday, February 09, 2009 4:07 PM
To: Rick Chessen; 'susancrawford@' [REDACTED]
Cc: Christopher Lewis; 'agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'
Subject: RE: Invitee list

From: susancrawford@[REDACTED] b6
Sent: Monday, February 09, 2009 6:34 PM
To: Rick Chessen; Bernadette McGuire-Rivera; Christopher Lewis; Gary Epstein; Anna Gomez
Subject: Re: Invitee list

Okay, thanks to all, I will send out tonight.
Susan

Sent from my Verizon Wireless BlackBerry

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

From: "Rick Chessen" <Rick.Chessen@fcc.gov>

Date: Mon, 9 Feb 2009 18:25:33

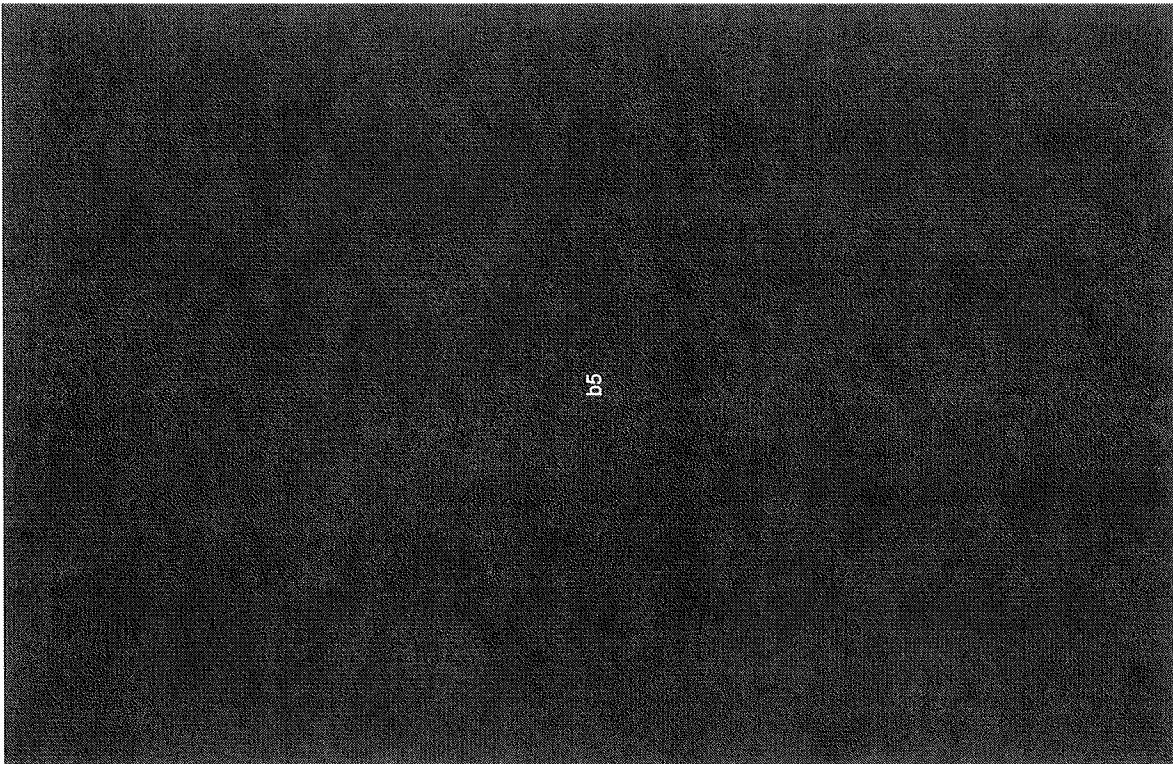
To: Rick Chessen<Rick.Chessen@fcc.gov>; Bernadette McGuire-Rivera<bmcguire-rivera@ntia.doc.gov>; Christopher Lewis<Christopher.Lewis@fcc.gov>; Gary Epstein<Gary.Epstein@fcc.gov>; <susancrawford@[REDACTED] b6>; Anna Gomez<AGomez@ntia.doc.gov>
Subject: RE: Invitee list

WalMart info from Anna:

Adam Hemphill
Federal Government Relations Manager
Wal-Mart
202-434-0748
[REDACTED] b6

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

From: Rick Chessen
Sent: Monday, February 09, 2009 6:15 PM
To: 'Bernadette McGuire-Rivera'; Christopher Lewis; Gary Epstein; 'susancrawford@gmail.com'; 'Anna Gomez'
Subject: RE: Invitee list



From: susancrawford@[REDACTED] b6
Sent: Monday, February 09, 2009 6:34 PM
To: Rick Chessen; Bernadette McGuire-Rivera; Christopher Lewis; Gary Epstein; Anna Gomez
Subject: Re: Invitee list

Okay, thanks to all, I will send out tonight.
Susan

Sent from my Verizon Wireless BlackBerry

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

From: "Rick Chessen" <Rick.Chessen@fcc.gov>

Date: Mon, 9 Feb 2009 18:25:33

To: Rick Chessen<Rick.Chessen@fcc.gov>; Bernadette McGuire-Rivera<bmcguire-rivera@ntia.doc.gov>; Christopher Lewis<Christopher.Lewis@fcc.gov>; Gary Epstein<Gary.Epstein@fcc.gov>; <susancrawford@[REDACTED] b6 >; Anna Gomez<AGomez@ntia.doc.gov>
Subject: RE: Invitee list

WalMart info from Anna:

Adam Hemphill
Federal Government Relations Manager
Wal-Mart

[REDACTED] b6

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

From: Rick Chessen

Sent: Monday, February 09, 2009 6:15 PM

To: 'Bernadette McGuire-Rivera'; Christopher Lewis; Gary Epstein; 'susancrawford@gmail.com'; 'Anna Gomez'

Subject: RE: Invitee list

[REDACTED] b6

b5

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

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

b5

>>> "Rick Chessen" <Rick.Chessen@fcc.gov> 2/9/2009 4:54 PM >>>
I'm hearing they may be willing to step up converter box production.
This would give him a forum to do that

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

From: Gary Epstein
Sent: Monday, February 09, 2009 4:53 PM
To: Rick Chessen; 'Bernadette McGuire-Rivera'; Christopher Lewis;
'suscrawford@ [REDACTED] 'Anna Gomez'
Subject: RE: Invitee list

b5

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

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

b5

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

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

b5

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

b5

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

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

b5

b5

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@' b6 Gary Epstein
Subject: Fw: Invitee list

b5

Sent from my BlackBerry Wireless Handheld

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

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

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

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

b5

From: Rick Chessen
Sent: Monday, February 09, 2009 4:39 PM
To: 'Anna Gomez'; Gary Epstein; 'susancrawford@' b6
Cc: Christopher Lewis; 'Bernadette McGuire-Rivera'
Subject: RE: Invitee list

Would work for us

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

From: Anna Gomez [mailto:agomez@ntia.doc.gov]
Sent: Monday, February 09, 2009 4:13 PM
To: Gary Epstein; Rick Chessen; susancrawford@ b6
Cc: Christopher Lewis; Bernadette McGuire-Rivera
Subject: RE: Invitee list

Hey guys - would it be OK to reschedule our meeting to 3:15 tomorrow?

>>> "Gary Epstein" <Gary.Epstein@fcc.gov> 2/9/2009 4:07:27 PM >>>

[Redacted block with b5 watermark]

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@' b6 Gary Epstein
Subject: Fw: Invitee list

[Redacted block with b5 watermark]

Sent from my BlackBerry Wireless Handheld

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

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

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

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

[Redacted block with b5 watermark]

From: Gary Epstein
Sent: Monday, February 09, 2009 4:38 PM
To: Rick Chessen; 'susancrawford@ [REDACTED] b6 agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'; Christopher Lewis; Gary Epstein
Subject: RE: Invitee list

[REDACTED]

b5

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@ [REDACTED] b6'; Gary Epstein
Subject: Fw: Invitee list

[REDACTED]

b5

Sent from my BlackBerry Wireless Handheld

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

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

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

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

[REDACTED]

b5

From: Anna Gomez [agomez@ntia.doc.gov]
Sent: Monday, February 09, 2009 4:13 PM
To: Gary Epstein; Rick Chessen; susancrawford@ [REDACTED] b6
Cc: Christopher Lewis; Bernadette McGuire-Rivera
Subject: RE: Invitee list

Hey guys - would it be OK to reschedule our meeting to 3:15 tomorrow?

>>> "Gary Epstein" <Gary.Epstein@fcc.gov> 2/9/2009 4:07:27 PM >>>

[REDACTED]

b5

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

[REDACTED]

b5

Sent from my BlackBerry Wireless Handheld

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

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

[REDACTED]

b5

From: Rick Chessen
Sent: Monday, February 09, 2009 4:40 PM
To: Gary Epstein; 'susancrawford@[REDACTED] b6 agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'; Christopher Lewis
Subject: RE: Invitee list

[REDACTED] b6

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

From: Gary Epstein
Sent: Monday, February 09, 2009 4:38 PM
To: Rick Chessen; 'susancrawford@[REDACTED] b6 'agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'; Christopher Lewis; Gary Epstein
Subject: RE: Invitee list

[REDACTED] b6

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@[REDACTED] b6 Gary Epstein
Subject: Fw: Invitee list

[REDACTED] b6

Sent from my BlackBerry Wireless Handheld

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

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

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

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

[REDACTED] b6

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

[REDACTED]
b5

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

[REDACTED]
b5

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

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

[REDACTED]
b5

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

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

[REDACTED]
b5

Sent from my BlackBerry Wireless Handheld

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

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

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

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

[REDACTED]
b5

From: Bernadette McGuire-Rivera [bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 09, 2009 4:30 PM
To: Christopher Lewis; Gary Epstein; Rick Chessen; susancrawford@[REDACTED] Anna Gomez
Subject: RE: Invitee list

Here is the name of the Wal-Mart person.
Adam Hemphill
Federal Government Relations Manager
Wal-Mart

[REDACTED]

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

[REDACTED]

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

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

[REDACTED]

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

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

[REDACTED]

Sent from my BlackBerry Wireless Handheld

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

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

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

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

From: Rick Chessen
Sent: Monday, February 09, 2009 4:51 PM
To: 'Bernadette McGuire-Rivera'; Christopher Lewis; Gary Epstein; 'susancrawford@' b5
'Anna Gomez'
Subject: RE: Invitee list

b5

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

From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 09, 2009 4:33 PM
To: Christopher Lewis; Gary Epstein; Rick Chessen; susancrawford@ b5 Anna Gomez
Subject: RE: Invitee list

b5

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

b5

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

From: Gary Epstein
Sent: Monday, February 09, 2009 4:38 PM
To: Rick Chessen; 'susancrawford@' b6 'agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'; Christopher Lewis, Gary Epstein
Subject: RE: Invitee list

b5

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

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@' b6 Gary Epstein
Subject: Fw: Invitee list

b5

Sent from my BlackBerry Wireless Handheld

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

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

Christopher Lewis

From: Susan Crawford [susancrawford@██████████] b6
Sent: Friday, February 06, 2009 7:02 AM
To: scrawford@who.eop.gov; Levine, Marne L.; dfarrell@who.eop.gov; Bhowmik, Rachana; Kohlenberger, James C.; Bernadette McGuire-Rivera; agomez@ntia.doc.gov; Rick Chessen; Gary Epstein; Christopher Lewis; Robin Rosenbaum
Subject: DTV call - 11:30 am today

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,

Susan

Christopher Lewis

From: Christopher Lewis
Sent: Thursday, January 29, 2009 2:12 PM
To: 'Susan Crawford'
Subject: Transition stimulus doc
Attachments: 011209 DTV economic stimulus v3.doc

Christopher Lewis

From: Susan Crawford [susancrawford@ [REDACTED] b6]
Sent: Tuesday, January 27, 2009 2:02 PM
To: Mark Wigfield; Christopher Lewis; Gary Epstein
Subject: Followups from press call

Thanks, Mark and Chris, for being on the call. A few things:

Could the statement that the FCC plans to make when the legislation passes be shared with me?

What phone number, if any, should go in the WH statement? It came to me after the call that a web site might send the wrong message.

How are you doing on your plans for stimulus money?

All best,
Susan

[REDACTED] b6

Jan. 12 draft

DTV Economic Stimulus

If Congress delays the February 17, 2009 cutoff date for analog broadcast transmissions, there will be significant expenditures necessary to make the new and extended program successful. These expenditures will put cash-equivalent coupons in consumers' hands to buy converter boxes from retail outlets, create jobs in call centers and community support organizations, and buy local print advertising.

Cable service providers' reports and anecdotal information from consumer electronics retailers suggests that as a result of the economic crisis fewer Americans are subscribing to pay television or purchasing digital televisions than was envisioned. This has contributed to the larger-than-anticipated demand for converter coupons that has caused the coupon program to unravel.

Baseline Coupon Program: \$250 million

These coupons provide a \$40 credit towards the purchase of a digital-to-analog converter that enables old analog TVs to receive new digital signals. By January 4, approximately 19 million converters had been purchased with coupons. As of that same date, however, the entire \$1.5 billion appropriated for the program had been committed to outstanding and redeemed coupons. Because these coupons have a 90-day life, the NTIA has continued to issue coupons equivalent to the number that expired the previous day. Demand far exceeds the supply of expiring coupons, however, and in just one week over 1.5 million unfulfilled coupon requests have already piled up at NTIA.

The digital conversion delay legislation is expected to contain \$250 million for coupons. This will be enough to allow NTIA to issue a total of 56.5 million coupons. At an assumed redemption rate of 65% for the last 6 million coupons that it issues under this funding, NTIA estimates that a total of 33.5 million coupons will be redeemed - the amount authorized by the original legislation.

At the same time, however, the backlog of pending requests will continue to mount at the NTIA, and we estimate (very conservatively) that there will be approximately 6 million in the waitlist queue as of Feb. 17 (assuming 200,000 coupon requests a day through Feb. 6, 150,000 requests a day through Feb. 17, and a redemption rate of 60%). The backlog may indeed be much greater by then - our moderate estimates call for a backlog of 10 million coupons as of Feb. 17. At any rate, immediately after the delay legislation passes there will again be a shortfall in coupon funding.

Additional Coupons: \$240 million

The NTIA's estimates will not cover continuing demand for coupons if there is a delay. Based on historical, IBM, and industry estimates, an additional 10 million coupons will be requested during a 90 day delay, and 6 million of them will be redeemed (assuming

Jan. 12 draft

a 60% redemption rate). Funding 6 million coupons will require \$240 million in additional stimulus support.

Better Coupon Program Administration: \$70 million

IBM, NTIA's contractor, has told us that we should assume that baseline administration of the program, without any changes to the process, will cost 10% of the amount of additional coupon funding allocated to the program: \$24 million. The program needs additional improvements, however. The Bush Administration's system for delivery of converter coupons required up to six weeks for delivery. If this process continues, anyone ordering coupons after a 90-day delay is put in place will need to wait for up to half the extended period before they will receive their coupons. We believe this is inappropriate.

IBM has also told the Transition Team that they could cut processing time in half with improvements the previous administration chose not to make. This includes both internal systems as well as the use of first class mail rather than third class (which cannot be tracked if undeliverable). In addition, the original digital conversion legislation (PL 109-171) provided that only the Postal Service could be used for delivery (thus eliminating the Internet).

The \$70 million will allow for continued administration of the baseline coupon program (\$24 million), first class mail handling (\$3 million) and process and staffing improvements (\$30 million). In addition, the funds will provide for the development of an online ordering program for coupons and drop shipment of converters (\$10 million) as well as an expanded information outreach program to inform consumers of the delay and continued availability of coupons (\$3 million).

Items, Better Coupon Program Administration	Amount
Miscellaneous process improvements -10% of additional \$250 proposed coupon funding)	\$24,000,000
First-class mailing handling -Additional administrative funding of roughly \$0.14 per coupon, to cover roughly 20 million additional coupons	\$3,000,000
Process and staffing improvements	\$30,000,000
On-line ordering program for coupons and drop shipment of converters	\$10,000,000
Expanded information outreach to inform consumers of delay and continued availability of coupons	\$3,000,000
Total	\$70,000,000

Jan. 12 draft

Field Support: \$65 million

The grassroots DTV outreach efforts recently procured by the FCC for \$8.4 million are unfocused, uncoordinated, and lack appropriate metrics. We have discussed with the Leadership Council on Civil Rights (LCCR) a tightly-managed program whereby their volunteers will educate vulnerable older adults as to the DTV transition and provide one-to-one customized assistance to vulnerable populations, including help with converter box installation and troubleshooting. They have told us that they will be able to carry out a 40-city effort for approximately \$40 million.

This will include local coordinators (estimated at \$130,000 per city, for a total of \$6 million); sub-awards to local DTV organizations (\$71,000 per city, or \$2.84 million); materials (\$20,000 per city, or \$800,000); travel (\$10,000 per city, or \$400,000); ethnic media outreach (\$50,000 per city, or \$2 million); meetings (\$10,000 per city, or \$400,000); coordinating body staff (one regional director per four campaign coordinators, one deputy director per four regional directors, one director) (\$2 million); rent (\$10,000 per office, ten offices per city, or \$4 million); overhead/accounting (\$20 million); travel for coordinating body staff (\$1 million); equipment (\$4.8 million).

An additional \$20.76 million in microgrants to local community based organization including firefighters and rural organizations will be required. This will cover 2 million in-home visits for providing technical assistance, at \$10 per visit (\$20 million); Fire Department promotion and recruitment (\$60,000); trainings (\$200,000); and coordination and results tracking (\$500,000).

Items, Field Support	Amount
Local coordinators -\$130,000 per city	\$6,000,000
Sub-awards to local DTV organizations -\$71,000 per city	\$2,840,000
Materials -\$20,000 per city	\$800,000
Travel -\$10,000 per city	\$400,000
Ethnic media outreach -\$50,000 per city	\$2,000,000
Meetings -\$10,000 per city	\$400,000
Coordinating body staff -One regional director per four campaign coordinators, one deputy director per four regional directors, one director)	\$2,000,000

Jan. 12 draft

Rent	\$4,000,000
- \$10,000 per office, ten offices per city	
Overhead/accounting	\$20,000,000
Travel for coordinating body staff	\$1,000,000
Equipment	\$4,800,000
Micro-grants to local community organizations , including firefighters and rural organizations	\$20,760,000
- 2 million in-home visits for providing technical assistance, at \$10 per visit (\$20,000,000)	
- Fire department promotion and recruitment (\$60,000)	
- Trainings (\$200,000)	
- Coordination and results tracking (\$500,000)	
Total	\$65,000,000

Paid advertising: \$25 million

The purchase of carefully-targeted advertisements in local print media to show coverage maps and explain the conversion to consumers, in places where outreach support is not available, will mitigate the impact of the conversion on consumers.

Items, Summary	Amount
Baseline Coupon Program	\$250,000,000
Additional Coupons	\$240,000,000
Better Coupon Administration	\$70,000,000
Field Support	\$65,000,000
Paid advertising	\$25,000,000
Total	\$650,000,000

TOTAL: \$650 million

WH Joint Government, Consumer, Industry Briefing

I. Introduction

A. GME Role

1. My Role is Help the Commission on a Transition Basis as a DTV Coordinator
 - a) I joined the Commission on 1/26, four days after Chairman Copps was named Acting Chair
 2. ~~Thanks and~~ its February 12 - 5 days away

So I can't

What we did & why we did it

B. For this Meeting I've been asked to:

1. Summarize the Commission's Recent Actions, Focusing on PN Action of Yesterday
2. Moderate a Discussion on our Upcoming Outreach Transition Efforts

lay out sub to our message

II. Presentation

A. What the Commission Did Immediately (after Copps appointed Acting Chair) ^{Ch} on Jan 22 (21 days ago)

1. In late January (not very long ago) our assumption was that there would be a full digital transition on 2/17 - ~~strategic~~
2. Goals - ~~to~~
 - a) Engage the Entire Commission in the DTV Activity
 - (1) Daily Internal Task Force Meeting and Assignments
 - (2) Full Commissioner and Advisor Participation
 - (3) January 30 Consumer Advisory Committee
 - (4) February 5 En Banc Open Meeting
 - b) Coordinate With Consumer Groups and Industry
 - (1) E.g., Unification of Call Center Project
 - (2) E.g., Coordination with our and NTIA's Outreach Organizations
 - c) Increase Coordination Across the Federal Government
 - (1) Daily WH, NTIA, FCC Calls and Exchange of Information
3. Congress Stepped in and Recognized That a Delay Was Needed
 - a) It Became Clear that Congress Would Act
 - b) Caused Us to Shift ~~Course~~ Emphasis's

(goal) to understand & make the whole process work

B. What the Commission Did This Last Week

WH Joint Government, Consumer, Industry Briefing

I. Introduction

A. GME Role

1. My Role is Help the Commission on a Transition Basis as a DTV Coordinator
 - a) I joined the Commission on 1/26, four days after Chairman Copps was named Acting Chair
2. Thanks and it's February 12 - 5 days away

B. For this Meeting I've been asked to:

1. Summarize the Commission's Recent Actions, Focusing on PN Action of Yesterday
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II. Presentation

A. What the Commission Did Immediately [after Com Copps became Ch. Copps]

1. In late January our assumption was that there would be a full digital transition on 2/17 (not so long ago)
2. Goals
 - a) Engage the Entire Commission in the DTV Activity
 - (1) Daily Internal Task Force Meeting and Assignments
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 - c) Increase Coordination Across the Federal Government
 - (1) Daily WH, NTIA, FCC Calls and Exchange of Information
3. Congress Stepped in and Recognized That a Delay Was Needed -
 - a) It Became Clear that Congress Would Act
 - b) Caused Us to Shift Course

B. What the Commission Did This Last Week

1. February 5 PN

- 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
- 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) Whether There Were Especially Vulnerable Markets
 - (2) The Best Course of Action to Protect Consumers
 - b) Found that 368 stations could proceed with the transition on 2/17
 - c) Commended the 2/3 of the stations that would remain on the air providing analog service after 2/17
 - d) 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
 - e) 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

→ appreciate Spain
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Congress

which could raise a risk
of substantial
public harm
Significant
Concern

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

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