

How Washington and WISPs Affect Each Other

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Wireless Without Limits
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Initial Thoughts

“Washington is a city of southern efficiency and northern charm.”

John F. Kennedy

“I love agitation and investigation and glory in defending unpopular truth against popular error.”

James A. Garfield

Getting Started

- Laying the Groundwork
 - Inside the Beltway
 - Outside the Beltway
- Identify your assets
 - Membership?
 - Thought leadership?
 - Contacts?
- Allocate resources
 - Leadership and team
 - Budget

Ongoing

- Monitor legislation and rulemaking proceedings
- Form positions on key issues
 - The message – unified, consistent and clear
- Identify allies and forge alliances
 - The messengers
- Identify key Congressional and agency points of contact

Time to Act

- Develop education/action plan
 - Identify additional allies and resources
 - Associations, companies, public interest groups
 - Third party reports, white papers, maps
 - Leverage assets and resources
 - Multiple levels of contact
 - Inside and Outside the Beltway
 - Who is best to say what to whom?
 - Implement internal deadlines

Time to Act

- Implement education/action plan
 - Meet with key staff (Hill, FCC, White House)
 - Draft Comments and Reply Comments (FCC)
 - Draft specific recommendations for key parts of legislation (before and after)
 - Mobilize membership
 - Oral presentations
 - Congressional testimony
 - FCC ex parte meetings
 - Conference calls with relevant staff

Time to Act

- Distribute written materials
- Get others to help carry the message
 - Media, social media, thought leaders, other governmental units
- Communicate often with your allies

Time to Act

- Strategies and tactics
 - Be nimble and move quickly
 - Be willing to adapt
 - Understand the politics
 - Be a team player with your allies
 - Use multiple messengers to maximize the message
 - Be realistic
 - Persevere



Remember...

“Excellence does not begin in Washington.”

Ronald W. Reagan

Case Study: Spectrum Legislation

- Tensions
 - Democrat vs. Republican
 - Democrats have majority in Senate
 - Republicans have majority in House
 - Short-term revenues vs. long-term economic growth
 - Strong desire to use spectrum to raise revenue
 - CBO “scoring” of legislative impact
 - Impacted by debt ceiling limits, perceptions about ARRA
 - Flash point for public safety

Case Study: Spectrum Legislation

- Broadcasters vs. mobile wireless
 - Big money licensees largely unconcerned with unlicensed fixed TV white space use
 - Incentive auction design
- Congress vs. FCC
 - Clashes on net neutrality, AT&T/T-Mobile deal
 - FCC wants its rules to enable marketplace success
 - FCC as “expert agency”

Case Study: Spectrum Legislation

- TV White Spaces
 - Regarding S.911, CBO estimates \$24.5 billion in spectrum auction revenue over next 10 years, much of it reclaimed TV band spectrum
 - As the TV band is squeezed, the amount of white space spectrum will shrink
 - Some of the draft legislation does not ensure that white space spectrum is preserved, while other forms would require proceeds from auction to be used for white spaces on a nationwide basis in every local market where feasible

Case Study: Spectrum Legislation

- Impact of re-packing is unknown:
 - How many TV stations will sell all of their spectrum?
 - How many TV stations will share a 6 MHz channel?
 - How many TV stations will change from a VHF to UHF channel?
 - What channels will remain for unlicensed white space use, and where?
 - How will the incentive auction work?

Case Study: Spectrum Legislation

- Unlicensed spectrum
 - House Majority sees potential revenues in auctioning spectrum with bidders determining whether spectrum will be licensed or unlicensed
 - Obvious problems with this approach

Case Study: Spectrum Legislation

- The WISP Advantage: “Boots on the ground” to as complement to think tanks and Silicon Valley
 - Letter-writing, phone calls
 - Talking points
 - In person tours and meetings
- Coordination with the Wireless Innovation Alliance (WIA)
 - Message sharing, resources
 - Joint letters, joint meetings and media

Case Study: Spectrum Legislation

- Communicating with Congressional staff, White House staff and FCC staff
 - Recommending specific language to “fix” legislation
 - Meetings and letters designed to educate them so they can educate key Congressional staff and members
 - Good way to get insight into process and opponents’ arguments
 - Focus now is on Supercommittee members

Case Study: Spectrum Legislation

- Brian Webster's state maps
 - Show areas where fixed wireless (licensed and unlicensed) is EXCLUSIVELY providing broadband service
 - Maps are having an impact
- Assisting in drafting Congressional testimony
 - Vehicle for the WISP story to be told

Case Study: Spectrum Legislation

- Pushing the agenda at the FCC
 - Experimental deployments
 - Database trial
 - Ex parte meetings (white spaces and 3550-3650 MHz band)
 - Chairman Genachowski more vocal in support of white spaces recent weeks
- Success stories
 - WISPA gathering WISP success stories to complement maps

Case Study: Spectrum Legislation

- Public education
 - News articles
 - Blogs
 - Social media

Doing Your Part

- Call or write your Representatives
 - Explain your business and how it affects their constituents
 - Explain how spectrum is important to you to solve problems and create opportunities
 - Explain what you want
 - Explain that the FCC is the expert agency and should make decisions about what should be licensed and what should be unlicensed
- Make arrangements to meet your Senator or Representative in person

Doing Your Part

- Write letter to the editor of your local newspaper
- Use social media to advance your message
- Support WISPA's efforts
 - Continued involvement with WIA
 - Meetings with Congress, FCC and staff
 - Participate in on-list discussions
 - Provide financial support

Right Now

- Legislation is very fluid
 - House Republicans and Democrats continue to meet
 - Debt ceiling “up or down” vote by November 24
 - If “down” vote or Supercommittee legislation does not include spectrum reform, House Majority will move forward after Thanksgiving
- You are now “in the know,” and the time to help is *NOW!*

Final Thought

“A government can be no better than the public opinion that sustains it.”

Franklin Delano Roosevelt

Questions?

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