



OFFICE OF  
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON

July 29, 2010

The Honorable Richard J. Durbin  
Chairman  
Subcommittee on Financial Services and General Government  
Committee on Appropriations  
United States Senate  
184 Dirksen Senate Office Building  
Washington, D.C. 20510

Dear Chairman Durbin:

Consistent with the provisions of Section 608 of Division C of Public Law 111-117, Consolidated Appropriations Act, 2010, the Federal Communications Commission (Commission or FCC) proposes to reprogram \$4.5 million of prior year unobligated funds to enable the Commission to focus on important media issues and continue to make a critical investment in the people needed to transform the Commission into a twenty-first century agency for the information age.

Congress and the President have given the Commission an ambitious agenda that will require us to take concrete steps on complex issues in new and innovative ways. To do so will require urgent action and the immediate influx of resources and personnel with the skill sets to meet these challenges.

The \$4.5 million in funds are currently available and would not require additional appropriation or funding for this fiscal year. The \$4.5 million in funds were originally obligated as follows: \$274,000 from 2004; \$582,000 from 2005; \$1,460,000 from 2006; \$1,330,000 from 2007; and \$854,000 from 2008. We propose to use the \$4.5 million for which we request spending authorization in the following manner:

**Media Issues: \$1.0 million**

The Commission requests funds to support the Congressionally-mandated Quadrennial Review of our media ownership rules. Scientific studies will be required to assess these issues and most of this funding would be dedicated to developing, designing and completing these internal and external studies and the data needed to conduct them. Specifically, these studies will examine how local media market structures impact the quantity, usage, and development of media content. In addition, a portion of these funds would be used to conduct a series of workshops across the United States that will collect information regarding the performance of media markets as perceived by consumers, broadcasters, advertisers, content producers, public interest groups and other stakeholders.

**Expanding Personnel, Expertise and Retooling the FCC Workforce to Implement, among other things, the National Broadband Plan: \$3.5 million**

On April 8, 2010, the Commission announced over sixty action items that it will undertake to advance the National Broadband Plan's comprehensive strategy for developing a robust, affordable, and high-speed Internet in the United States. (See statement and agenda at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-297402A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-297402A1.pdf) and <http://www.broadband.gov/plan/chart-of-key-broadband-action-agenda-items.pdf>)

Because taking this concrete action, as required by Congress, will require a substantial expansion of available expertise, retooling the FCC workforce is a central part of the FCC's proposed FY 2011 budget. The demands of implementing the National Broadband Plan will not wait until FY 2011, however, and therefore we seek to bring on the much-needed expertise as soon as possible. The Commission's immediate human capital needs include economists, econometricians, engineers, technologists and others with experience and knowledge to support the complex and unprecedented data-driven and fact-based effort the Commission must accomplish over the coming months. The short term influx of new thinking and new talent will help the Commission meet its most urgent goals and allow swift movement on the more than sixty action items recommended by the National Broadband Plan.

If you have any questions or wish to discuss this letter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julius Genachowski'. The signature is stylized with a large, sweeping initial 'J' and a long horizontal stroke extending to the right.

Julius Genachowski



OFFICE OF  
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON

July 29, 2010

The Honorable Susan M. Collins  
Ranking Member  
Subcommittee on Financial Services and General Government  
Committee on Appropriations  
United States Senate  
142 Dirksen Senate Office Building  
Washington, D.C. 20510

Dear Senator Collins:

Consistent with the provisions of Section 608 of Division C of Public Law 111-117, Consolidated Appropriations Act, 2010, the Federal Communications Commission (Commission or FCC) proposes to reprogram \$4.5 million of prior year unobligated funds to enable the Commission to focus on important media issues and continue to make a critical investment in the people needed to transform the Commission into a twenty-first century agency for the information age.

Congress and the President have given the Commission an ambitious agenda that will require us to take concrete steps on complex issues in new and innovative ways. To do so will require urgent action and the immediate influx of resources and personnel with the skill sets to meet these challenges.

The \$4.5 million in funds are currently available and would not require additional appropriation or funding for this fiscal year. The \$4.5 million in funds were originally obligated as follows: \$274,000 from 2004; \$582,000 from 2005; \$1,460,000 from 2006; \$1,330,000 from 2007; and \$854,000 from 2008. We propose to use the \$4.5 million for which we request spending authorization in the following manner:

**Media Issues: \$1.0 million**

The Commission requests funds to support the Congressionally-mandated Quadrennial Review of our media ownership rules. Scientific studies will be required to assess these issues and most of this funding would be dedicated to developing, designing and completing these internal and external studies and the data needed to conduct them. Specifically, these studies will examine how local media market structures impact the quantity, usage, and development of media content. In addition, a portion of these funds would be used to conduct a series of workshops across the United States that will collect information regarding the performance of media markets as perceived by consumers, broadcasters, advertisers, content producers, public interest groups and other stakeholders.

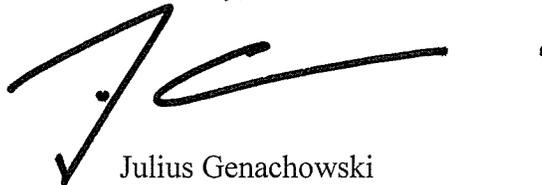
**Expanding Personnel, Expertise and Retooling the FCC Workforce to Implement, among other things, the National Broadband Plan: \$3.5 million**

On April 8, 2010, the Commission announced over sixty action items that it will undertake to advance the National Broadband Plan's comprehensive strategy for developing a robust, affordable, and high-speed Internet in the United States. (See statement and agenda at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-297402A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-297402A1.pdf) and <http://www.broadband.gov/plan/chart-of-key-broadband-action-agenda-items.pdf>)

Because taking this concrete action, as required by Congress, will require a substantial expansion of available expertise, retooling the FCC workforce is a central part of the FCC's proposed FY 2011 budget. The demands of implementing the National Broadband Plan will not wait until FY 2011, however, and therefore we seek to bring on the much-needed expertise as soon as possible. The Commission's immediate human capital needs include economists, econometricians, engineers, technologists and others with experience and knowledge to support the complex and unprecedented data-driven and fact-based effort the Commission must accomplish over the coming months. The short term influx of new thinking and new talent will help the Commission meet its most urgent goals and allow swift movement on the more than sixty action items recommended by the National Broadband Plan.

If you have any questions or wish to discuss this letter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julius Genachowski', with a stylized flourish at the end.

Julius Genachowski



OFFICE OF  
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON

July 29, 2010

The Honorable Jo Ann Emerson  
Ranking Member  
Subcommittee on Financial Services and General Government  
Committee on Appropriations  
U.S. House of Representatives  
1016 Longworth House Office Building  
Washington, D.C. 20515

Dear Congresswoman Emerson:

Consistent with the provisions of Section 608 of Division C of Public Law 111-117, Consolidated Appropriations Act, 2010, the Federal Communications Commission (Commission or FCC) proposes to reprogram \$4.5 million of prior year unobligated funds to enable the Commission to focus on important media issues and continue to make a critical investment in the people needed to transform the Commission into a twenty-first century agency for the information age.

Congress and the President have given the Commission an ambitious agenda that will require us to take concrete steps on complex issues in new and innovative ways. To do so will require urgent action and the immediate influx of resources and personnel with the skill sets to meet these challenges.

The \$4.5 million in funds are currently available and would not require additional appropriation or funding for this fiscal year. The \$4.5 million in funds were originally obligated as follows: \$274,000 from 2004; \$582,000 from 2005; \$1,460,000 from 2006; \$1,330,000 from 2007; and \$854,000 from 2008. We propose to use the \$4.5 million for which we request spending authorization in the following manner:

**Media Issues: \$1.0 million**

The Commission requests funds to support the Congressionally-mandated Quadrennial Review of our media ownership rules. Scientific studies will be required to assess these issues and most of this funding would be dedicated to developing, designing and completing these internal and external studies and the data needed to conduct them. Specifically, these studies will examine how local media market structures impact the quantity, usage, and development of media content. In addition, a portion of these funds would be used to conduct a series of workshops across the United States that will collect information regarding the performance of media markets as perceived by consumers, broadcasters, advertisers, content producers, public interest groups and other stakeholders.

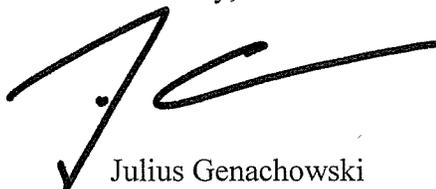
**Expanding Personnel, Expertise and Retooling the FCC Workforce to Implement, among other things, the National Broadband Plan: \$3.5 million**

On April 8, 2010, the Commission announced over sixty action items that it will undertake to advance the National Broadband Plan's comprehensive strategy for developing a robust, affordable, and high-speed Internet in the United States. (See statement and agenda at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-297402A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-297402A1.pdf) and <http://www.broadband.gov/plan/chart-of-key-broadband-action-agenda-items.pdf>)

Because taking this concrete action, as required by Congress, will require a substantial expansion of available expertise, retooling the FCC workforce is a central part of the FCC's proposed FY 2011 budget. The demands of implementing the National Broadband Plan will not wait until FY 2011, however, and therefore we seek to bring on the much-needed expertise as soon as possible. The Commission's immediate human capital needs include economists, econometricians, engineers, technologists and others with experience and knowledge to support the complex and unprecedented data-driven and fact-based effort the Commission must accomplish over the coming months. The short term influx of new thinking and new talent will help the Commission meet its most urgent goals and allow swift movement on the more than sixty action items recommended by the National Broadband Plan.

If you have any questions or wish to discuss this letter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julius Genachowski'. The signature is stylized with a large, sweeping initial 'J' and a long horizontal stroke extending to the right.

Julius Genachowski



OFFICE OF  
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON

July 29, 2010

The Honorable José Serrano  
Chairman  
Subcommittee on Financial Services and General Government  
Committee on Appropriations  
U.S. House of Representatives  
B300 Rayburn House Office Building  
Washington, D.C. 20515

Dear Chairman Serrano:

Consistent with the provisions of Section 608 of Division C of Public Law 111-117, Consolidated Appropriations Act, 2010, the Federal Communications Commission (Commission or FCC) proposes to reprogram \$4.5 million of prior year unobligated funds to enable the Commission to focus on important media issues and continue to make a critical investment in the people needed to transform the Commission into a twenty-first century agency for the information age.

Congress and the President have given the Commission an ambitious agenda that will require us to take concrete steps on complex issues in new and innovative ways. To do so will require urgent action and the immediate influx of resources and personnel with the skill sets to meet these challenges.

The \$4.5 million in funds are currently available and would not require additional appropriation or funding for this fiscal year. The \$4.5 million in funds were originally obligated as follows: \$274,000 from 2004; \$582,000 from 2005; \$1,460,000 from 2006; \$1,330,000 from 2007; and \$854,000 from 2008. We propose to use the \$4.5 million for which we request spending authorization in the following manner:

**Media Issues: \$1.0 million**

The Commission requests funds to support the Congressionally-mandated Quadrennial Review of our media ownership rules. Scientific studies will be required to assess these issues and most of this funding would be dedicated to developing, designing and completing these internal and external studies and the data needed to conduct them. Specifically, these studies will examine how local media market structures impact the quantity, usage, and development of media content. In addition, a portion of these funds would be used to conduct a series of workshops across the United States that will collect information regarding the performance of media markets as perceived by consumers, broadcasters, advertisers, content producers, public interest groups and other stakeholders.

**Expanding Personnel, Expertise and Retooling the FCC Workforce to Implement, among other things, the National Broadband Plan: \$3.5 million**

On April 8, 2010, the Commission announced over sixty action items that it will undertake to advance the National Broadband Plan's comprehensive strategy for developing a robust, affordable, and high-speed Internet in the United States. (See statement and agenda at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-297402A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-297402A1.pdf) and <http://www.broadband.gov/plan/chart-of-key-broadband-action-agenda-items.pdf>)

Because taking this concrete action, as required by Congress, will require a substantial expansion of available expertise, retooling the FCC workforce is a central part of the FCC's proposed FY 2011 budget. The demands of implementing the National Broadband Plan will not wait until FY 2011, however, and therefore we seek to bring on the much-needed expertise as soon as possible. The Commission's immediate human capital needs include economists, econometricians, engineers, technologists and others with experience and knowledge to support the complex and unprecedented data-driven and fact-based effort the Commission must accomplish over the coming months. The short term influx of new thinking and new talent will help the Commission meet its most urgent goals and allow swift movement on the more than sixty action items recommended by the National Broadband Plan.

If you have any questions or wish to discuss this letter, please do not hesitate to contact me.

Sincerely,



Julius Genachowski