



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

February 28, 2011

OFFICE OF
THE CHAIRMAN

The Honorable Mike Ross
U.S. House of Representatives
2436 Rayburn House Office Building
Washington, D.C. 20515

Dear Congressman Ross:

Thank you for your comments in the Commission's proceedings to implement the Satellite Television Extension and Localism Act of 2010 (STELA). I share your concern that some satellite television consumers in Arkansas and other states may not have access to programming that originates from television stations licensed to communities in their states.

Federal law – even following passage of STELA – requires that satellite television carriers use the Designated Market Area (DMA) as defined by the Nielsen Company to determine which television stations to include in their local programming packages. Recognizing that this requirement may limit the availability of in-state programming to some consumers, however, STELA directs the Commission to prepare a report that, among other things, examines whether there are alternatives to use of Nielsen DMAs. The Commission issued a *Public Notice* on November 23, 2010, seeking public input for this report. The Commission is required to submit its findings to Congress in August 2011. I am enclosing a copy of the *Public Notice* for your information, and will ensure that your letter is included in the record of this proceeding.

Also on November 23, the Commission adopted a *Report and Order* implementing provisions of STELA designed to make the carriage of “significantly viewed” out-of-market stations easier for satellite television providers. I am hopeful that in the wake of this *Order*, satellite carriers will expand the availability of significantly viewed television signals to consumers. In Arkansas, station KATV-DT (ABC), Little Rock, is deemed to be significantly viewed and eligible to be provided to satellite consumers in Union county.

I appreciate your interest in this important matter. Please do not hesitate to contact me if I may be of further assistance.

Sincerely,



Julius Genachowski

Enclosure