

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
Reorganization of the Consumer and)
Governmental Affairs Bureau)
)

ORDER

Adopted: February 7, 2011

Released: April 14, 2011

By the Commission: Commissioner McDowell concurring.

1. To enhance the Commission’s ability to provide the public a vast array of information promoting consumer education and outreach, the Commission has concluded that the proper dispatch of its business and the public interest will be served by reorganizing the Consumer and Governmental Affairs Bureau (Bureau or CGB) to create a Web and Print Publishing Division. The new division will be responsible for researching, writing, designing and developing electronic and print materials to communicate information on the policies, rulemakings, programs and plans of the Federal Communications Commission (FCC). Materials developed by the new division will provide consumers with significant information concerning telecommunications services and how those services are regulated, as well as information consumers need to make choices in a competitive marketplace.

2. Pursuant to Section 0.141 of the Commission’s Rules, the Bureau “develops and administers the Commission’s consumer and governmental affairs policies and initiatives to enhance the public’s understanding of the Commission’s work and to facilitate the Agency’s relations with other governmental agencies and organizations.”¹ The Bureau’s performed functions include: (i) advising and making recommendations to the Commission in matters regarding consumers and governmental affairs, including but not limited to policy development and coordination; and (ii) collaborating with, advising and assisting, the public, state, local and tribal governments, and other governmental agencies on consumer matters.

3. One of the Commission’s goals is to engage consumers in its regulatory processes as it develops telecommunications policies including implementation of the National Broadband Plan. Because of this, the Bureau believes there must be an increased focus and emphasis on the creation of electronic and print consumer materials as one of the primary tools in furthering the agency’s and the Bureau’s mission as it relates to consumers.

4. Through this reorganization, the Bureau will augment the current Consumer Publications Branch (CPB) of the Consumer Affairs and Outreach Division (CAOD). The CPB “is responsible for researching, writing, designing and developing brochures, consumer alerts, fact sheets, flyers, booklets, newsletters and other printed Commission materials.” The CPB also has the responsibility for developing written consumer material for the Internet. Under this proposal, the CPB will be elevated to

¹ 47 C.F.R. sec. 0.141.

Division level and renamed the Web and Print Publishing Division (WPPD). This change is necessary for several reasons. CPB has been responsible for a large portfolio of print publications, including more than 150 consumer factsheets. These factsheets require updates more frequently to reflect the rapidly changing world of telecommunications. The current CPB lacks the resources to keep up with this workload.

5. Equally important, with the redesign and re-launch of the FCC's web presence (www.fcc.gov), the agency as a whole will now be placing a major emphasis on communication through electronic media. While the FCC's New Media is expert at designing the platform for the agency's website, that site will need to be constantly updated with new, consumer-focused content. It will be CGB's responsibility, through WPPD, to supply much of that content and to work with other bureaus and offices to supply the rest. A new division, led by a manager with strong web and print editorial skills, will enable CGB to provide this essential service.

6. In addition to the creation of the WPPD, this reorganization will directly affect the functions of other existing Bureau work units. The functions of the Office of Information Resources Management (OIRM) will be divided between the new WPPD, particularly with respect to matters involving the Internet, and the Consumer Inquiries & Complaints Division, specifically, with respect to the Bureau's databases and information systems as well as the collection and analysis of data. As a result, the OIRM would be dissolved.

7. The Bureau will staff the Web and Print Publishing Division through the appointment of a Division Chief, the reassignment of two staff members each from OIRM and CAOD, and with two staff members formerly from CPB. The Chief Human Capital Officer has reviewed this reorganization and foresees no adverse impact. Commission management has met applicable requirements under Title VII of the Civil Service Reform Act (5 U.S.C. 7101 et seq.) to provide the employees' exclusive representative reasonable advance notice of the reorganization and an opportunity to initiate negotiations on appropriate matters. Final personnel actions are subject to classification review and civil service rules and regulations.

8. Authority for the adoption of the foregoing reorganization is contained in Sections 4(i), 4(j), 5(b), and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §154(i), 154(j), 155(b), and 155(c).

9. The amendments adopted herein pertain to agency organization, procedure and practice. Consequently, the notice and comment provisions of the Administrative Procedure Act contained in 5 U.S.C. §553(b) are inapplicable.

10. The Managing Director requested approval for this reorganization from the House and Senate Committees on Appropriations as required by the annual Appropriations Bill. Approval was received from both committees on April 8, 2011.

11. ACCORDINGLY, IT IS ORDERED that the Consumer and Governmental Affairs Bureau is reorganized to create the Web and Print Publishing Division. This action is TO BE EFFECTIVE upon release of this *Order*.

FEDERAL COMMUNICATIONS COMMISSION

Marlene H. Dortch
Secretary