

AGENDA
En Banc Hearing on Spectrum Policy
March 5, 1996

8:30 - 8:45 Welcoming Remarks

8:45 - 10:30 **Panel One: Future Spectrum Demand**

How do we prioritize among various uses?
What methodology should be used to choose among competing demands?
How does international, long-range planning impact allocation policy?
What trends are driving demand for new services?
How accurately can future demand be forecast?
How can we improve our planning relative to changing demands?

Panelists:

Craig McCaw, Chairman and CEO, Eagle River Communications
Richard D. Parlow, Associate Administrator, Office of Spectrum Management,
National Telecommunications and Information Administration
David Twyver, President, Wireless Networks Division, Nortel
Philip L. Verveer, Willke, Farr and Gallagher; Chairman, Public Safety Wireless
Advisory Committee
Lynn Claudy, Senior Vice President of Science and Technology,
National Association of Broadcasters
Peter Murray, Vice-President UTAM, for UTAM/WINForum
Susan Mayer, Senior Vice President Corporate Development, MCI
Telecommunications Corporation
Dale N. Hatfield, Senior Consultant, Hatfield and Associates

10:30 - 10:45 Break

10:45 - 12:15 **Panel Two: Technology Trends**

How will new technologies affect the supply and demand for spectrum in the future?
Will sharing technology evolve beyond the need for exclusive spectrum?
How can we promote investment in efficient new technologies in shared bands?
How do we encourage spectrum efficiency? How can we measure the effectiveness of
our efforts?
What technologies are now being developed to address the needs of individuals with
disabilities? And, what technologies are still needed?

Panelists:

Donald Steinbrecher
Paul Baran, Chairman, Com21, Inc., on behalf of the Cellular
Telecommunications Association
John Major, Senior Vice President, Motorola
Glenn Reitmeier, Director, High Definition Imaging & Multimedia Laboratory,
David Sarnoff Research Center
Gene Robinson, Senior Fellow, Communications & Electronic Systems,
Texas Instruments
F. Craig Farrill, Vice President of Technology Planning and Development,

AirTouch Communications
Karen Peltz Strauss, Legal Counsel for Telecommunications Policy
National Association for the Deaf
Dr. Walter Ku, Department of Electrical and Computer Engineering,
University of California, San Diego

12:15 - 1:30 Break

1:30 - 3:00 **Panel Three: Spectrum Allocation**

Should we use market based mechanisms? Under what conditions?
Are there particular factors that need to be addressed in considering whether to apply market-based allocation approaches to satellite or other specific services (e.g. what role might international services, non-U.S. participants and the ITU play in a market-based allocation approach?)?
How much flexibility should we provide?
How should we address issues of compatibility in band and with adjacent bands?
How do we determine which services market based approaches will under-provide, and how can we address?
How do manufacturers know what to build with flexibility?
How does lack of flexibility impact on innovation and investment?
Should incumbents be given flexibility?
Is the way we currently categorize radio services (e.g., into band "allocations") appropriate to address users' future needs and rapidly evolving technologies?

Panelists:

John T. Stupka, Senior Vice President, Strategic Planning, Southwest Bell
Larsh M. Johnson, Vice President, CellNet Data Systems
Peter K. Pitsch, Pitsch Communications, Adjunct Fellow, Progress and Freedom Foundation
Lon Levin, Vice President and Regulatory Counsel, American Mobile Satellite
Charla M. Rath, Vice President, Freedom Technologies Incorporated
Charles L. Jackson, Principal, Strategic Policy Research
Michael Amarosa, Deputy Police Commissioner, New York City Police Department, on behalf
of the Association of Public-Safety Communications Officials, Inc.

3:00 - 3:15 Break

3:15 - 4:45 **Panel Four: Spectrum Assignment**

When are auctions appropriate?
Are there occasions when methods other than auctions should be used?
Should spectrum ever be free?
Can auctions be used effectively in spectrum shared with the Government?
How should we address build-out requirements when auctioning?
Should we establish rules to promote efficiency or just govern interference? Does this depend on the assignment method?
How should public interest obligations be determined?
How do we address barriers to entry for small businesses, women and minorities?
How do we encourage efficiency and promote innovation?
To what extent should cross-border or other foreign use of frequencies outside of the

U.S. become a factor influencing the methodology used to assign frequencies within the U.S.?

Panelists:

Wayne Perry, Vice Chairman, AT&T Wireless Services

James Gattuso, Vice President for Policy Development, Citizens for a
Sound Economy Foundation

Henry Geller, Senior Fellow, The Annenberg Washington Program

Mateo R. Camarillo, President, Opportunities Now Enterprises

Mark E. Crosby, President, Industrial Telecommunications Association

Jonathan D. Blake, Partner, Covington & Burling, on behalf of Maximum
Service Television, Inc.

Shelly Spencer, Vice President of Government Relations, American Women in
Radio and Television, Inc.

-FCC-