

THE FEDERAL COMMUNICATIONS COMMISSION

AND THE FUTURE OF COMMUNICATION POLICY:

A Quello Center
Communication
Policy Forum

Sponsor: **MICHIGAN STATE UNIVERSITY** Intellectual
Property, Information & Communications Law Program



THE FCC AND THE FUTURE OF COMMUNICATION POLICY: A QUELLO CENTER COMMUNICATION POLICY FORUM

APRIL 24, 2014 • WILLARD HOTEL, WASHINGTON, DC

2:00-3:45pm: Panel
Reception to follow.

Monday of this week would have been Jim Quello's 100th birthday. For 23½ years as a Commissioner, including nearly a year as Acting Chairman, Jim helped the FCC and the United States chart a path through a period, when like today, rapid changes in the communications sector and its core technologies posed challenges to established regulatory paradigms. Jim's 100th birthday is an opportune time to reflect again on the FCC's role in communications policy and how the Commission might best help the U.S. reap the benefits from technological advances in the communications sector.

MODERATOR:



RICHARD E. WILEY

Richard E. Wiley is Chairman of Wiley Rein LLP, a Washington, DC law firm, and is a former Chairman, Commissioner and General Counsel of the Federal Communications Commission (1970-77). In addition, he served for 9 years as Chairman of an FCC Advisory Committee that developed the transmission standard for digital television, receiving an Emmy for his efforts. Dick Wiley holds law degrees from Northwestern University (J.D.) and Georgetown University (LLM).

PANELISTS:



RACHELLE CHONG

Commissioner Rachelle Chong had the honor of serving with Jim Quello as a colleague from 1994-1997 on the Federal Communications Commission. Despite their age difference (once described by Quello as “vast”) and the fact they came from very different states (Michigan versus California), the two shared an abiding respect for

the First Amendment. They got along famously, and collaborated often. A telecom regulatory lawyer by training, Commissioner Chong has been a partner with the San Francisco law firms of Graham & James and Coudert Brother, practicing before both the FCC and the California Public Utilities Commission (PUC).

In the corporate world, she has served as General Counsel & Vice President Government Affairs for a Kleiner Perkins start-up, Broadband Office, and as Vice President, Government Affairs, to Comcast’s California region. In 2006, Commissioner Chong was nominated by Governor Schwarzenegger to the California PUC where she led many initiatives, including the California Advanced Services Fund, and smart grid and electric vehicle dockets. After the CPUC, she served as Special Counsel to the California Office of the CIO, where she was responsible for implementation of the ARRA broadband grants and represented the state on public safety communications matters. Currently, she serves clients as a strategic consultant, lobbyist, and regulatory attorney. She is also a regular columnist for Techwire.net.



MICHAEL J. COPPS

Michael J. Copps served two terms as a Member of the Federal Communications Commission, from 2001 through 2011—the seventh longest-serving Commissioner in the history of the agency. Commissioners are nominated by the President and confirmed by the United States Senate.

Dr. Copps joined the staff of Senator Fritz Hollings in 1970 and served for over a dozen years as Hollings’ Chief of Staff. Following his years with Hollings, Copps held executive positions in the private sector with a Fortune 500 company and a major trade association.

Copps returned to government following the election of President Bill Clinton, serving first as Deputy Assistant Secretary, and then Assistant Secretary for Trade Development at the U.S. Department of Commerce. Assistant Secretary Copps led a 400-person team working to build public sector-private sector partnerships to improve global market access and market share for nearly every sector of American industry.

His years at the Commission were highlighted by his strong defense of “the public interest”; outreach to what he calls “non-traditional stakeholders” in the decisions of the FCC, particularly minorities, Native Americans, and the various disabilities communities; and actions to stem the tide of what he regards as excessive consolidation in the nation’s media and telecommunications industries. As Acting Chairman in 2009, he mobilized the agency to successfully transition the nation’s commercial television from analog to digital broadcasting.

PANELISTS:



SUSAN NESS

A Senior Fellow at Johns Hopkins University's SAIS Center for Transatlantic Relations, Susan Ness is a former FCC commissioner (1994 – 2001) and founder of Susan Ness Strategies, a communications policy consulting firm. At the SAIS CTR, she focuses on ICT and e-commerce issues and the transatlantic partnership. She created the annual SAIS Global Conference on Women in the Boardroom.

During her FCC tenure, Commissioner Ness played a leading role on spectrum policy, championed competition and spectrum auctions, and fostered new technologies, including PCS, DTV, digital satellite, terrestrial radio, wireless broadband, and unlicensed services. She worked to connect schools and libraries to the Internet, and represented the FCC at three ITU WRC conferences and at many bilateral and multilateral meetings on trade, spectrum, and standards.

Previously she was the founding CEO of GreenStone Media, LLC, which produced award-winning talk radio programming targeting women; Distinguished Visiting Professor of Communication at the University of Pennsylvania's Annenberg School for Communication; and vice president / group head of a national bank, financing communications sector companies.



MICHAEL K. POWELL

Michael K. Powell is the President and CEO of the National Cable & Telecommunications Association. NCTA is the policy trade association for the cable operator and cable programmer industries. Prior to joining NCTA, he served as a Senior Advisor with Providence Equity Partners and served on the boards of Cisco Systems, AOL and EDMC. Mr. Powell served as the Chairman of the Federal Communications Commission, from 2001 to 2005, having served as a Commissioner for several years prior.

Prior to his tenure at the FCC, Powell served as the Chief of Staff of the Antitrust Division in the Department of Justice. He also served as an associate in the Washington, D.C. office of the law firm of O'Melveny & Myers LLP and clerked for the Honorable Harry T. Edwards, Chief Judge of the United States Court of Appeals for the District of Columbia Circuit.

Before his legal career, Powell served as a policy advisor to the Secretary of Defense. His experience also includes military service as an armored cavalry officer in the United States Army. Powell serves on a number of non-profit boards, including the Mayo Clinic, the Aspen Institute and America's Promise, where he co-chairs Grad Nation—an effort to end the high school dropout crisis. Powell graduated from the College of William and Mary with a degree in Government and earned his J.D. from Georgetown University Law Center.



HENRY M. RIVERA

Henry M. Rivera, a partner with Wiley Rein, LLP, specializes in representing companies before the Federal Communications Commission, Congress, the Commerce Department and the White House. Appointed by President Ronald Reagan, he is the first Hispanic FCC Commissioner. He has served as a chair and member of FCC and State Department advisory committees, of U.S. delegations to international telecommunications conferences and as president of the Federal Communications Bar Association. He has been named to the International Who's Who of Regulatory Communications Lawyers, one of the top 12 telecom experts in the U.S. by Legal Media Group's "Best of the Best," in "Super Lawyers" of Washington, DC, in "The Best Lawyers in America," in "Chambers USA: America's Leading Lawyers for Business" and been recognized as a "Leading Individual" in the field of Communications & IT law. He is a Vietnam veteran and Bronze Star recipient. He holds J.D., B.A. and B.S.B.A. degrees.



NOTE FROM THE DIRECTOR:

Welcoming William H. Dutton to the Quello Center



Since August of 1999, I have had the privilege of serving as the Quello Center's founding director and holder of the endowed James H. Quello Chair of Telecommunications Studies (now renamed Chair of Media and Information Policy). For nearly 15 years I have been able

to share the pleasure and excitement of a growing and vibrant Center striving to contribute to the development of appropriate policies for the Communications Sector in the United States. It has been a good run, but change is good for institutions and for individuals, and this is the right time for me to begin to focus more on ways to contribute that require less direct involvement in Center leadership and for the Quello Center to transition to a new leadership team. We began the search for my successor last Fall and are most pleased to be able to announce that William H. Dutton has accepted the positions of Center Director and holder of the endowed chair beginning in August 2014. Bill is an internationally recognized scholar and until recently served as the founding director of the Oxford Internet Institute. The official MSU announcement of Dr. Dutton's appointment and brief bio follow. For me, it is personally gratifying to know that as I pass the reins of Center leadership, the new leadership team will be poised to take the Center to new heights.

- Steven S. Wildman

MICHIGAN STATE UNIVERSITY ANNOUNCEMENT OF THE APPOINTMENT OF WILLIAM H. DUTTON



William H. Dutton has been appointed the Quello Professor of Media and Information Policy in the Department of Media and Information, College of Communication Arts and Sciences at Michigan State University, where he will be Director of the Quello Center. His appointment will be from 16 August 2014.

Bill has been Professor of Internet Studies at the Oxford Internet Institute, University of Oxford, where he is a Fellow of Balliol College. He came to Oxford from the Annenberg School for Communication at the University of Southern California, where he was elected President of the Faculty, and remains an Emeritus Professor. In the UK, he was a Fulbright Scholar, was National Director of the UK's Programme on Information and Communication Technologies (PICT), and founding director of the OII during its first decade, for which he received a Lifetime Achievement Award. He is also the recipient of the International Communication Association's first Fred Williams' award for contributions to the study of communication and technology. Beyond his research, which includes participation as a co-principal investigator in the UK FCO supported Global Cyber Security Capacity Project, Bill sits on a number of academic advisory boards, scientific committees, and represents Oxford University in supporting the TSB's Connected Digital Economy Catapult. He has also been reappointed twice to the Chair of the Advisory Committee for England of the Office of Communications (Ofcom).

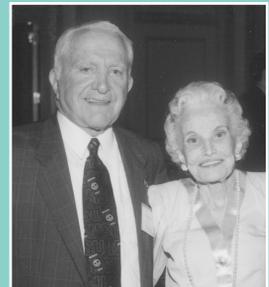
His most recent books include *The Oxford Handbook of Internet Studies* (OUP 2013), four edited volumes on *Politics and the Internet* (Routledge 2014), and a reader entitled *Society and the Internet*, with Mark Graham (OUP 2014). He is working on a book on his concept of the Fifth Estate.

ABOUT THE QUELLO CENTER:

The James H. and Mary B. Quello Center for Telecommunication Management and Law is located in the Telecommunication, Information Studies, and Media department of the College of Communication Arts and Sciences at Michigan State University. The Quello Center was established in 1998 with the mission to improve understanding of policy choices and management options affected by change in communication industries, and to assist in the development of new alternatives. The Quello Center pursues these goals through various activities, including: conducting rigorous interdisciplinary research and publication, both domestically and internationally; providing opportunities, such as symposia and conferences, to facilitate dialogue among policy makers, scholars, industry executives, and consumer interest groups; participating in other events and proceedings that evaluate important telecommunication policy developments; and providing expertise and research to policy making institutions. The Center opened in August 1999 when Steven S. Wildman accepted the position of its first Director and holder of the endowed James H. Quello Chair for Telecommunication Studies.

ABOUT JIM & MARY QUELLO:

Following valorous service in the U.S. Army in Europe in World War II, Jim pursued a distinguished career in broadcasting with ABC at WJR in Detroit. He interrupted private sector success to pursue public service in what became a 23½ year tenure on the Federal Communications Commission. As a Commissioner, and as Acting Chair for a year, he was a key influence on U.S. communications policy during a period of dramatic change in communication technologies and industries.



Mary B. Quello was a strong early advocate for creating a Quello Center and was an invaluable supporter until her passing on October 25, 1999. Mary and Jim Quello met as undergraduate students at MSU and were married on September 14, 1937. In the words of former MSU Trustee, Dolores Cook, “Mary was the perfect match for Jim, able to hold her own in any situation and match her husband’s wit and charm with her own.” While assisting Jim in his careers in broadcasting and at the FCC, Mary had a distinguished career of her own as a women’s fashion designer.