

David K. Rehr  
President and CEO



May 4, 2009

Mr. Aneesh Chopra  
Virginia Secretary of Technology  
Patrick Henry Building  
1111 East Broad Street  
Richmond VA 23219

Dear Mr. Chopra:

Congratulations on the announcement by President Obama on April 18 naming you as the nation's first chief technology officer. As you take on the tasks of development and oversight of U.S. technology and innovation policy, I urge that you consider the critical role that the U.S. television and radio broadcasting industry plays in our nation's telecommunications infrastructure.

Television and radio are ubiquitous services in the U.S. that provide consumers with entertainment, news and emergency information wherever they are – for free. More than 14,000 radio stations and more than 1,700 television stations serve virtually every local community in the country. As the premier trade association for broadcasters, the National Association of Broadcasters (NAB) advances the interests of our members in federal government, industry and public affairs; improves the quality and competitiveness of broadcasting; encourages content and technology innovation; and spotlights the important and unique ways stations serve their communities.

Of particular relevance to your new position is NAB's focus on furthering a vibrant future for broadcast services through technological innovation. Both radio and television are embracing their digital future, with HD Radio gaining marketplace momentum for digital radio transmission, and the impending completion of the digital television (DTV) transition on June 12. NAB has been integrally involved in both the technological development of the digital broadcast services and promoting public awareness of the digital transition for both television and radio. NAB also maintains an active technology advocacy program called FASTROAD, with an overall mission to stimulate launching new broadcast services and enabling reception of broadcast services on a wide variety of devices.

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Recent initiatives in technology advocacy include increasing the penetration of FM radio functionality in mobile phones and launching a new mobile/handheld DTV service, as well as funding technology improvement programs that increase the robustness of digital broadcast service or exploit the flexibility of digital broadcasting to provide new additional services for the benefit of American consumers.

Following your successful Senate confirmation as CTO, I would welcome the opportunity to bring a small group of our senior executive staff to brief you personally on the current and future status of television and radio broadcasting, and discuss the relevant technology policy implications for the administration. In the meantime, please do not hesitate to contact me if I can provide you with any additional information about the broadcast industry.

Best wishes.

Sincerely,

A handwritten signature in black ink, appearing to read "D.K. Rehr". The signature is stylized and written in a cursive-like font.

David K. Rehr