

Does DC Matter?

Technology and Public Policy

Jeffrey Blumenfeld

NETWORLD + INTEROP

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“If/when I see an FCC proceeding or legislation that affects me
I will participate as necessary”

Reactive approach is dead wrong

By the time you see these, someone else has already won

Not the approach to any other strategic part of the business

“I’ve asked my CFO to be sure to tell me
when we’ve run out of money”

Good News:

“I’m from the government”

Bad News:

“I’m here to help”

Good News:

Washington is 2400 miles away

Bad News:

That doesn't matter

Good News:

Congress is very interested in
technology policy

Bad News:

Congress is very interested in
technology policy

Good News:

The FCC says it is finished dealing with wireline broadband

Bad News:

Wireline broadband competition is finished

Worse News:

The FCC is now turning its attention to Wireless and VoIP

Government policy initiatives

1. Supreme Court decision in *Trinko v. Verizon*
2. DC Circuit decision in *USTA v FCC*
3. VoIP: Threat or Menace
4. “Title I” regulation of VoIP
5. Inter-carrier compensation

Government policy initiatives

6. Market mechanisms for spectrum use
7. Chronic urge to regulate internet content/taxes
8. FTC /DOJ focus on intellectual property issues
9. Congressional move to protect standards setting

Must be proactive

Industry groups

Individual companies

Branding/marketing exercise

Message must be:

Responsive to concerns

Comprehensive, clear, persuasive

Consistent across all appearances

Tailored for audience

Rules of Engagement

Don't make enemies when you don't have to
Business rivals are policy allies

Enemies can hurt you; allies can kill you

Educate before you ask for anything

Advocate policies in the public interest

Support competition, not hand-outs

Know the facts; don't distort the facts

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