

Creating A National Dialogue On The Need For More Wireless Spectrum

NEED

- Highlight the need for the federal government to make more spectrum available for wireless carriers.

APPROACH

- Catalyze discussion of the issues among policymakers nationwide by drawing attention to the problem through strategic media outreach.

RESULTS

- Waggener Edstrom successfully generated interest in the issue with top journalists, leading to stories in DC-based publications as well as top media markets nationwide, including outlets such as the Associated Press, WTOP AM, MSNBC, USA Today, Seattle Times, and Houston Chronicle.
- As a result, high-profile policymakers and regulators, including the FCC, Justice Department, and NTIA came out in support of making more spectrum available to wireless companies.
- The ensuing discussions helped establish broad support for the FCC to include spectrum auction provisions as part of the National Broadband Plan two months later.

