



Communications Daily

THE AUTHORITATIVE NEWS SERVICE OF ELECTRONIC COMMUNICATIONS

WEDNESDAY, JANUARY 30, 2013

VOL. 33, NO. 20

TODAY'S NEWS

ANTI-VIOLENCE PSA CAMPAIGN possible way NAB, NCTA, MPAA could address concerns on gun crime. (P. 1)

INDUSTRY DIVIDED ON AT&T PROPOSAL to eliminate interconnection rules, run deregulatory trials, in preparation for IP transition. (P. 2)

SOFTBANK/SPRINT MORE CONTROVERSIAL than T-Mobile/MetroPCS, judging by requests for FCC to deny Sprint takeover. (P. 7)

TELECOM NOTES: ILECs, CLECs divided on use of CAF Phase I money ... Verizon clarifies stance on cell boosters ... Louisiana PSC reforms prison call rates. (P. 10)

MEDIA NOTES: Charter spells out CableCARD costs ... NBC affiliates' executives tour FCC offices ... Charter, CBS renew carriage deals ... Content companies take another shot at bureau's OVD order. (P. 13)

xrl.us/bodeic) was a reason why then-Senate Commerce Committee Chairman Ted Stevens, R-Alaska, said he didn't introduce a bill to require more action (CD July 28/06 p2).

Vice President Joe Biden met earlier this month with NAB President Gordon Smith, NCTA President Michael Powell and MPAA Chairman Chris Dodd to discuss policy proposals regarding violence. The next day, Biden met with representatives from the videogame industry, including the Entertainment Software Association (ESA), Electronic Arts and the Entertainment Software Rating Board (ESRB). Following the meetings, the White House Gun Violence Commission concluded that the entertainment industry has a responsibility to give parents tools and choices about the movies and programs their children

NAB, NCTA, MPAA Discussing Anti-Violence PSA Campaign

Groups representing media and entertainment companies are considering developing a series of public service announcements (PSAs) aimed at addressing issues related to gun violence, industry officials told us this week. The preliminary discussions follow recent scrutiny from the legislative and executive branches into the effects that media violence could have on children, after December's elementary school massacre in Newtown, Conn. Videogame industry executives didn't take part in the discussions, media industry officials said.

NCTA has been "engaged in discussions with NAB and MPAA regarding a campaign to raise consumer awareness about parental controls and media literacy, and PSAs are part of that discussion along with other potential tactics, but the discussions are still preliminary," an NCTA spokesman said. NAB also confirmed it's considering PSAs. MPAA declined to comment.

The industry campaign could resemble the parental control PSAs of 2006, said industry officials. They said it's too soon to say what the price tag of such a campaign would be. The industry's last parental control PSAs cost an estimated \$300 million, assuming the ad time used for those spots was sold to commercial advertisers. In 2006, the start of the "TV boss" campaign ([http://](http://xrl.us/bodeic)