



# KELLER AND HECKMAN LLP

## TELECOM BUSINESS ALERT

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### As the new year begins, Keller and Heckman LLP offers the following predictions for 2009:

"2009 is certain to witness a significant increase in rulemaking initiatives by the Commission. Considerable attention will be given to implementing President-elect Obama's vision for creating universal access to a broadband Internet."

**-Mike Morrone, Partner**

"This just might be the year when electric utilities, oil and gas companies and other infrastructure providers get some respect at the FCC. With a new Administration focused on improving the economy, facilitating energy development and promoting broadband deployment, the FCC might finally give some much needed attention to the communications requirements of energy companies." **-Jack Richards, Partner**

"FCC policy will change dramatically, particularly after the DTV Transition in mid-February and the appointment of a new FCC Chairman. Diverse ideas will be considered and implemented to spur broadband deployment. Telecommunications policy will no longer pivot predictably around the business plans of Verizon and AT&T." **-Doug Jarrett, Partner**

"New years bring new opportunities and challenges and 2009 is already shaping up to be one of those years." – **David Reader, Partner**

"Increasing competitive and financial pressures will cause cable companies, ILECs and CLECs to cut additional operational corners and become even more aggressive in their pole attachment and joint use relationships with utility pole owners." **-Tom Magee, Partner**

"In light of the recent action by Industry Canada to allocate spectrum for electric utility grid management and the incoming Obama administration's goal of modernizing U.S. infrastructure, look for the FCC to finally consider a critical infrastructure spectrum allocation." **-Greg Kunkle, Senior Associate**

"A new administration and FCC Chairman could lead to more rulemakings and regulation. For broadcasters and advertisers, that could mean more requirements for children's programming and restrictions on embedded advertising and product placements." – **Tracy Marshall, Senior Associate**

"2009 will be a year of transition at the FCC. While nationwide broadband deployment will probably remain a priority, the FCC will likely pursue different policy goals under the incoming Obama administration, including promoting localism, diversity and competition by scrutinizing and potentially blocking proposed telecom mergers and tabling rules proposed by Chairman Kevin Martin that would require cable operators to sell channels on an *a la carte* basis." **-Wes Wright, Associate**

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