

The banner features the Finley logo in the top left, the website URL www.FinleyUSA.com in the top right, and the main headline 'Are You Ready for the Future of AI?' in the center. Below the headline is the subtitle 'Fifteen Possible Use Cases for AI in Telecom' and a blue button labeled 'Download Whitepaper'. On the left side of the banner, there is an illustration of a person in a dark suit shaking hands with a white humanoid robot on a blue platform.



The banner has a dark blue background with a green and white logo on the left consisting of a circle with horizontal lines. The word 'Bandwidth' is written in large white letters, and 'NTCA DIGITAL NEWS DIGEST' is written in smaller white letters below it. The background also features a faint hexagonal grid pattern with some colored dots.

June 14, 2024



***Peer to Peer:** NTCA staff from the Asheville, N.C., benefits service center pose with representatives from North Dakota telecommunications and broadband companies. The group hosted a Human Resources Peer Group meeting in Bismarck, N.D., to discuss solutions for their companies.*

NTCA Urges Enhancements to FCC Mapping, Broadband Data Collection Processes

In meetings with staff to FCC Commissioners [Anna Gomez](#) and [Nathan Simington](#), NTCA highlighted several issues for the commission to consider as part of its [mapping and Broadband Data Collection \(BDC\) updates](#).

Those [recommendations](#), which follow the release of the [fourth iteration](#) of the National Broadband Map, include

strengthening reporting verification efforts, enabling greater use of performance and subscription data to inform challenges and otherwise to update several BDC challenge codes, closing loopholes that allow providers to avoid submitting data to back up coverage claims, updating procedures to overcome successful or conceded challenges through reasserted claims of availability, considering changes to reporting standards to reflect proven technological capabilities in lieu of advertising claims and reviewing the use of BDC data in making better-informed decisions that affect broadband funding and policies.

Leading the Way: A Discussion on Mapping, Universal Service and BEAD

In the [latest edition](#) of Policy Talk, NTCA CEO Shirley Bloomfield and Executive Vice President Mike Romano discussed the association's ongoing advocacy efforts to correct data in the FCC's National Broadband Map, protect and sustain the Universal Service Fund and improve implementation plans for the Broadband Equity, Access, and Deployment (BEAD) program.

The two discussed NTCA's [recent advocacy efforts](#) to bring about enhancements to the commission's mapping and BDC processes, as well as the latest updates in the fight for universal service.

[WATCH THE WEBINAR](#)



Advocacy Spotlight: 'Better Broadband Maps Equal Better Broadband Outcomes'

NTCA members are united in their efforts to achieve and sustain universal service. Previously, [Ben Foster](#), president and CEO of Twin Valley Communications (Miltonvale, Kan.), and [Stephen Milner](#), CEO of Planters Telephone Cooperative

(Newington, Ga.), shared the need for programs that aim to build networks for today and tomorrow and the importance of [taking a longer view when making policies](#).

This week, [Cassidy Hjelmstad](#), CEO and general manager of SRT Communications, Inc. (Minot, N.D.), and [Roger Nishi](#), vice president of industry relations at Waitsfield and Champlain Valley Telecom (Waitsfield, Vt.), talked about the importance of accurate data on the FCC's National Broadband Map.

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Advocacy at Work: NTCA CEO Shirley Bloomfield participates in a panel discussion about broadband affordability and the BEAD program at the Cablefax 2024 American Broadband Congress.

Need to Know

The U.S. Supreme Court [denied](#) a request to hear an appeal of decisions by the U.S. Court of Appeals for the Sixth and Eleventh Circuits, both of which upheld the constitutionality of the Universal Service Fund.

NTCA joined three industry associations in [filing a letter](#) proposing a way to identify costs and Enhanced Alternative

Connet America Cost Model support levels for newly established locations in the FCC's Broadband Serviceable Location Fabric.

Jared Owen, cybersecurity analyst at Highline Services, LLC (West Point, Ga.), was **appointed** to the FCC Communications Security, Reliability, and Interoperability Council to represent NTCA. The council provides recommendations on ways the commission can help to ensure security, reliability and interoperability of communications systems.

Jerry Horton, director of technology and cybersecurity at Blue Valley Technologies, Inc. (Home, Kan.), represented NTCA on a panel at the Information and Communications Technology Supply Chain Risk Management Task Force Conference.

NTCA CEO Shirley Bloomfield will participate in a **LinkedIn Live** hosted by Calix to discuss ways to attract, promote and develop women leaders in the broadband industry on June 21.



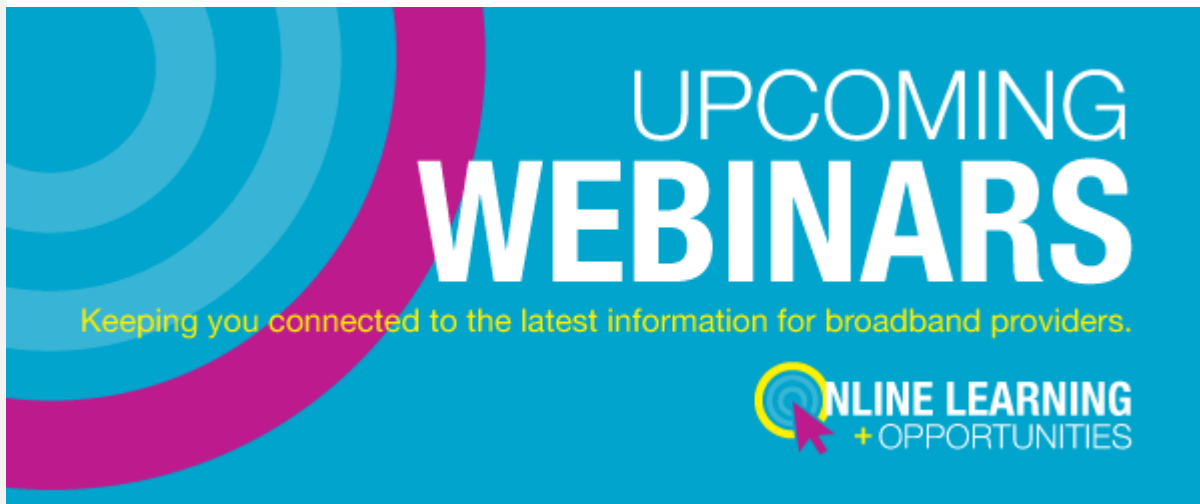
Advancing the Industry: NTCA Vice President of Government Affairs Leif Oveson poses with Rep. Jim Clyburn (D-S.C.) after participating in a panel discussion on Capitol Hill this week on the state of rural broadband.

Outreach

NTCA Vice President of Federal Regulatory **Brian Ford** gave an industry update at the Broadband Association of Alabama & Mississippi Summer Symposium in Miramar Beach, Fla.

NTCA General Counsel and Vice President of Policy **Jill Canfield** gave a Washington, D.C., update at the Carolina-Virginias Telephone Membership Association Summer Meeting in Myrtle Beach, S.C.

NTCA Director of Government Affairs **Makenzie Shellnutt** gave a federal update at the Communications Coalition of Kansas Annual Conference in Wichita, Kan.



Smart Rural Communities: Continuing the Conversation
Tuesday, June 18 | 2 p.m. ET

Following a successful Smart Communities in Conversation event in Washington, D.C., join NTCA's Smart Communities program for an interactive webinar to continue the conversation. Hear updates on the latest program resources and how to use Smart Rural Community branding and share examples of initiatives you have implemented in your own communities.

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CISA Leadership on Making Your Mark in the Industry
Presented by the NTCA Women in Telecom
Thursday, July 25 | 1 p.m. ET

Join the NTCA Women in Telecom as they host a conversation with CISA Director Jen Easterly. She will discuss her path to become director and her efforts to help women

attain leadership roles, as well as the current threat environment and the role that NTCA members play in it.

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