



June 21, 2024



Community impact on TV: *NTCA's Smart Rural CommunitySM program released a customizable commercial to help smart community providers showcase their community commitment. [View the spot](#) and [join the network](#) to customize your community message today.*

NTCA Urges Enhancements to FCC Mapping, Broadband Data Collection Processes

In meetings with staff to FCC Commissioners [Brendan Carr](#) and [Geoffrey Starks](#), 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.

NTCA, RLEC Stakeholders Propose Alternative Cost Allocation Rule for NG911

NTCA and a group of rural local exchange carriers this week continued to seek changes to draft FCC rules seeking to promote a transition to Next Generation 911 (NG911) in a [meeting with staff to Commissioner Brendan Carr](#).

The discussions come as part of NTCA's response to a [FCC Notice of Proposed Rulemaking](#) meant to advance the transition to NG911. NTCA has long supported this transition as rural consumers will benefit from the transmission of text, photos, videos and data as part of 911 calls, yet the association also has sought to ensure that the costs of this are not disproportionately placed upon rural consumers. Previously, the association and industry partners [proposed alternative cost allocation rules](#) to avoid such increases.

Advocacy Spotlight: A Unified Voice

For the last few weeks, NTCA has [showcased videos from members](#) across the country talking about why the federal Universal Service Fund and better broadband maps are important to ensuring rural communities and consumers can continue to thrive.

This week, the association is highlighting a series of one-page fact sheets taking a deeper dive into key issues like the [Broadband Equity, Access, and Deployment program](#), [broadband labels](#), [digital discrimination](#) and [net neutrality](#). The fact sheets help explain the issues and NTCA advocacy efforts.

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FRS Youth Tour Helps Students Experience the Nation's Capital

More than 120 high school students and chaperones from across rural America participated in the [Foundation for Rural Service](#) (FRS) annual Youth Tour earlier this month. The tour was an opportunity for the students to visit Washington, D.C., and learn about rural broadband. Students visited the U.S. Capitol, the FCC and many other key sites critical to the mission of bridging the digital divide.

FRS Executive Director Pam Becker [wrote a blog](#) recapping the trip.

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Nominations for both cooperative and commercial seats on the NTCA Board of Directors representing the Central and North Central regions are [now being accepted](#) until July 15.

All eligible telecommunications carriers participating in the High Cost and/or Lifeline programs must file and certify [FCC Form 481](#) for 2025 by July 1, 2024.

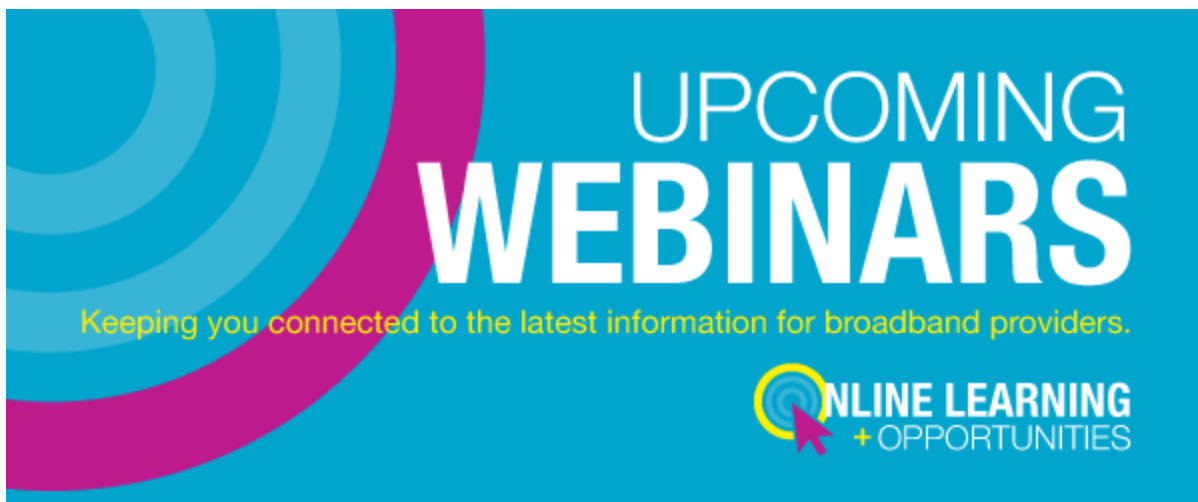
Registration for the FRS Rural Run/Walk, a virtual 5K fundraiser, is now open. [Sign up](#) to complete a 5K (3.1 miles) at your own pace in your neighborhood during September. Be sure to sign up by August 12 to get your Rural Run/Walk shirt in time for the event.





NTCA CEO **Shirley Bloomfield** discussed the importance of building broadband partnerships at the National Cooperative Services Corporation Annual Membership Meeting in Indianapolis.

NTCA Vice President of Policy and Industry Innovation **Josh Seidemann** gave a presentation on esports at the GTBA-Georgia's Rural Telephone & Broadband Association Annual Meeting in Asheville, N.C.



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.

REGISTER



Virtual Curbside Consultation: Marketing Trends and Strategies
Wednesday, July 31 | 2 p.m. ET

The ever-changing marketing landscape can make it tough to stay on top of the latest trends. Join the NTCA Marketing Committee for its next virtual “curbside consultation” to discuss the latest tips and strategies to bolster your company’s marketing efforts.

REGISTER



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 4121 Wilson Boulevard, Suite 1000 • Arlington, VA 22203
 Phone (703) 351-2000 • www.ntca.org

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