



NEWS

Federal Communications Commission
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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

FOR IMMEDIATE RELEASE
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**“MAKING THE RURAL CONNECTION”
FCC RURAL SATELLITE FORUM FINAL DETAILS ANNOUNCED**

*January 27, 2004, Event Will Explore the Use of Satellite Technologies
in Serving the Communications Needs of Rural America*

Washington, D.C. - The Federal Communications Commission (FCC) has released the agenda and final details for the Rural Satellite Forum, “Making the Rural Connection,” to be held at the Commission on January 27, 2004. The forum is part of ongoing FCC efforts intended to explore various technologies being used to serve the communications needs of rural America.

The all-day event, which is open to the public, will be held at the FCC headquarters building, 445 12th Street, SW, Washington, D.C. starting at 10:00 am and ending at 3:45 pm. The FCC Chairman and Commissioners will participate in different programming sessions during the day. Exhibits and demonstrations will be open from 9:00 am until 4:45 pm. The agenda and list of participants is attached.

The forum will feature satellite-based communications systems serving rural areas of the United States. It will include four panels of experts and providers as well as demonstrations and exhibits. The event will highlight specific consumer applications:

- Education and Telemedicine;
- Public Safety;
- Farming and USDA Funding; and
- Internet and Mass Media Entertainment.

Satellite technology holds tremendous potential as an effective solution for many parts of the nation, especially rural and remote areas. This forum is designed to explore that potential by educating the public and users about the availability of services, the development of new and innovative service and economic approaches to serving the communications needs of rural America. It will include company representatives, government officials and users.

Making the Rural Connection: FCC Rural Satellite Forum

AGENDA

(subject to revision)

Tuesday January 27, 2004
Federal Communications Commission
445 12th Street SW, Washington, DC

10:00 AM Opening Session and Satellite Overview

Introduction:

K. Dane Snowden, Chief of the Consumer and Governmental Affairs
Bureau

Welcoming Remarks:

Chairman Michael K. Powell
Commissioner Michael J. Copps

Satellite Industry Overview

A basic introduction to satellite technology and the industry.

Introduction:

Donald Abelson, Chief of the International Bureau

Presenters:

Richard Dalbello, *Satellite Industry Association*
David Murray, *Satellite Broadcasting and Communications
Association*

11:00 AM Distance Learning and Telemedicine

Satellites can deliver medical and educational services in any remote area where Americans need them. Service providers will describe satellite-based, life-saving telemedicine services; satellite-delivered Head Start programs in Native American tribal communities; and distance learning applications that merge computing, communications, content, teacher/user training, and comprehensive 24/7 virtual support.

Remarks: Commissioner Kathleen Q. Abernathy

Presenters:

David Stephens, *OnSat Network Communications, Inc.*
Tina Pidgeon, *GCI Alaska*
Karin Lakhani, *Advanced Interactive Inc.*

Lori Zeller and Doug Smith, *Vox2 Telemedicine*

12:00 PM Public Safety

Public safety communications can be made available in virtually any location in America by satellite. Service providers will describe interoperable services that combine mobile satellite communications with terrestrial links to lone workers in isolated locations; and mobile telephone support of firefighters and other first responders.

Remarks: Commissioner Kevin J. Martin

Presenters:

Carson Agnew, *Mobile Satellite Ventures*
Andy Radlow, *Globalstar Corporation*
John Schroder, *Iridium Satellite LLC*
Gary Adkins, *ORBIMAGE, Inc.*

12:45 PM: Lunch Break

2:00 PM Farming and US Department of Agriculture Funding

Satellites work wherever Americans work. Farmers and craftsmen laboring on even the most distant farmland can market their products via satellite and the Internet. Cutting-edge satellite technology is enabling precision mapping of farm yields, precise application of fertilizer and seeds, and even automatic guidance of farm vehicles. In addition, America's top commercial farms can connect to their suppliers, dealers and commodity end users through two-way broadband satellite network systems. The Rural Utilities Service administers USDA grant and loan funding for satellite-based services in rural America.

Remarks: Commissioner Jonathan S. Adelstein

Presenters:

Peter Williams, *NavCom Technology, Inc., a John Deere Company*
Jacob King and Jeff Webb, *Farm2Market.com Cooperative*
Cliff Ganschow, *AgriStar Global Networks*
Ed Cameron, *Rural Utilities Service, U.S. Department of Agriculture*

3:00 PM Information, Internet and Mass Media Entertainment

Satellites provide advanced broadband Internet service and entertainment media in rural America that matches service available in cities and suburbs.

Chair: Jane Mago, Chief of the Office of Strategic Planning and Policy Analysis

Presenters:

Edward Bukstel, *SkyFrames, Inc.*

Mark Brown, *The National Rural Telecommunications Cooperative (NRTC)*

Patrick Gottsch, *RFD-TV*

Lee Abrams, *XM Satellite Radio*

Robert Briskman, *Sirius Satellite Radio*

3:45 PM Closing Remarks

RURAL SATELLITE FORUM SHOWCASE

The following organizations will be providing displays in rooms TW-A402, TW-B445B&C; and TW-C438-468 from 9:00 AM until 4:45 PM:

- @Contact
- EchoStar Dish Network
- GlobalStar
- Hughes Network Systems
- Inmarsat
- Institute for Telecommunications, Oklahoma State University
- MSV
- Panhandle Area Education Consortium, Florida
- Rainbow DBS VOOM
- RFD-TV
- Sirius Satellite Radio
- Starband
- SkyWay USA
- Telenor
- Vox2 Healthcare
- XM Satellite Radio

ADDITIONAL INFORMATION

Registration

Making The Rural Connection: FCC Rural Satellite Forum is open to the public and will be held in the Commission Meeting Room at the Federal Communications Commission in Washington, DC. There is no registration fee and seating is made available on a first come, first serve basis. Overflow seating is available in Training Room TW-C488

Facilities

The FCC is located at 445 12th Street SW, Washington, DC 20554. Directions and a map of the streets near the FCC is available at <http://www.fcc.gov/portalsmap.html>. The Commission Meeting Room is equipped with a Wi-Fi Internet network.

Security

Please note that the FCC is a federal building with security. All attendees will be required to pass through security. Please allocate additional time to enter the building.

Webcast

Making The Rural Connection: FCC Rural Satellite Forum will be webcast live and archived for later viewing. The sessions will be recorded and made available for later viewing. Access to and additional information concerning the webcast is available at: <http://www.fcc.gov/realaudio/#jan27>

Reasonable Accommodations

Open captioning will be provided for this event. Other reasonable accommodations for people with disabilities are available upon request. Include a description of the accommodation you will need including as much detail as you can. Also include a way we can contact you if we need more information. Make your request as early as possible; please allow at least 5 days advance notice. Last minute requests will be accepted, but may be impossible to fill. Send an e-mail to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau. For sign language interpreters, CART, and other reasonable accommodations: 202-418-0530 (voice), 202-418-0432 (tty). For accessible format materials (braille, large print, electronic files, and audio format): 202-418-0531 (voice), 202-418-7365 (tty).

For More Information:

The FCC International Bureau, Consumer and Governmental Affairs Bureau and Office of Strategic Planning are coordinating this event. Further information is available on the FCC website at: <http://www.fcc.gov/cgb/rural/> or you may contact International Bureau representatives Douglas Webbink at 202-418-1494, douglas.webbink@fcc.gov, or Mark Young at 202-418-0762, mark.young@fcc.gov.

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