

NEWS

ASSOCIATION FOR **MAXIMUM SERVICE TELEVISION, INC.**



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Bruce Franca, Chief of FCC's Office of Engineering and Technology, to Join MSTV

Washington, DC – Bruce Franca, Chief of the Federal Communications Commission's Office of Engineering and Technology, will be joining the Association for Maximum Service Television, Inc., as its new Vice President for Policy and Technology.

"For years MSTV has presented quality engineering and policy work to the FCC. I welcome the opportunity to work with them from the business side," said Franca. He continued, "With the deployment of digital transmission, broadcasters are facing a number of technological challenges. I look forward to helping the broadcast industry resolve these critically important issues."

"We are absolutely delighted Bruce will be joining the team," said David Donovan, President of MSTV. "While at the FCC, Bruce was at the center of technology and spectrum policy debates for over a decade," noted Donovan.

"MSTV has assembled the best technology team in the country," Donovan observed. "With Victor Tawil (MSTV's Senior Vice President and respected, long-time technical expert) and Bruce on the same team, the industry will be in a better position to meet our technical challenges."

As Chief of the FCC's Office of Engineering and Technology, Mr. Franca was responsible for managing non-Government uses of the radio spectrum, and directing research and scientific studies on radio matters. He was responsible for providing technical advice to the Commission on evolving communications technologies and standards, as well as administering the Commission's experimental licensing and equipment authorization programs.

During his tenure at the FCC, Mr. Franca led the FCC's technical efforts with regard to Digital Television (DTV) and the development of the DTV Table of Allotments, for which he was awarded the Chairman's Special Achievement Award in 1996. He was elected a charter member of the Academy of Digital Television Pioneers. Also, Mr. Franca was involved in a number of significant technical matters including the

development of the Direct Broadcast Satellite (DBS) and Personal Communications (PCS) Services. He was awarded the Gold Medal for Meritorious Service in 2005.

Mr. Franca joined the FCC in 1974 as an engineer in the Aviation and Marine Division of the Safety and Special Radio Services Bureau (now Wireless Telecommunications Bureau). He has held positions in the Office of Plans and Policy and the Media Bureau. He joined the Office of Engineering and Technology as Deputy Chief in 1987.

Before joining the Commission, Mr. Franca worked for the Naval Ship Research and Development Center in Annapolis, Maryland; the Naval Electronics Laboratory Center in San Diego, California; and the Naval Applied Science Laboratory in Brooklyn, New York. He is a graduate of Pratt Institute in Brooklyn, New York, and has done graduate work in electrical engineering at the George Washington University in Washington, DC. He resides in Herndon, Virginia, with his wife and two daughters.

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