Should the Commission consider updating the labels to assist consumers with: (1) Selecting a broadband provider; (2) selecting a broadband service plan; (3) managing use of a broadband service plan; and (4) deciding whether and when to switch an existing broadband provider or plan? The Commission also seeks comment on how ISPs currently disclose information about their broadband services. How should their current practices inform the Commission's decisions about the labels adopted going forward? Additionally, the Commission seeks comment on the scope of broadband service plans to which the labels requirement should apply. For example, how should providers treat plans that are not currently available for purchase by consumers, such as legacy or grandfathered plans?

The label does help in giving consumers heirarchized access to isp data; standardization removes isps ability to hide or promote pieces of information

How to Make Your Comments Effective  
How should I structure my comment?  
At the top of your comment, identify the document you are commenting on by its docket  
number, subject heading, federal register date and page number.  
In your comment, you should include:  
(1) an introduction where you explain why you are interested in the regulation, highlight any  
credentials or experience that may distinguish your comment from others, and whether you are  
commenting on your own behalf, on the behalf of another organization, or are endorsing or  
joining with another comment or commenter;  
(2) a background where you clearly identify the issues within the regulatory action on which  
you are commenting, and list your recommendations upfront. If you are commenting on a  
particular word or phrase, or if you are responding to specific questions or requests for data,  
state this clearly and provide the relevant page number, column, and paragraph citation from  
the federal register document;  
(3) analysis which lays out your detailed argument and evidence to support your  
recommendations;  
(4) a conclusion which recaps your main argument and lists your recommendations again.

Possible topics include:

* how consumers evaluate broadband service plans
* how ISPs currently disclose information about their broadband services
* the scope of broadband service plans to which the labels requirement should apply
* whether the proposed labels sufficiently includes all the information consumers need to make informed decisions
* whether the format sufficiently displays information to consumers in an effective and helpful way
* how the labels should be displayed at other points of sale
* how to evaluate and enforce the accuracy of the information presented in the broadband consumer labels

...or any of the other issues raised where the FCC seeks comments. Again it is fine to pick just one area and go deep. Most importantly, your comment should be well-researched and you should base the comment on more than just your personal opinion (unless you really do have credibility to render an expert opinion!). Alternatively, you can and should cite other research, past policy, legal opinions (scholarship or otherwise). or whatever else helps you build your case.

You can work in groups of 1–3. (Working alone is fine, and you can work in groups up to three. As a supplement to your submission, please tell us [not the FCC!] how each of you contributed to the comment. Any breakdown of work is fine—some may do more of the research, others may do more of the comment writing. Please just work as a team and make sure everyone contributes—and let us know if problems arise in that respect.

**I will also be submitting a comment, and so we can compare at the end of the process. I will share my thought process with you in class. We also encourage you to talk to us about your comment before you submit it to us (and the FCC!)**

Below are some helpful tips and background on the comment writing process. Conveniently, comments are due to the FCC on March 9, 2022, the last day of class! So, once you submit your comment to us (and the FCC), you are done!