



Addressing Robocalls in Rural America

Robocalls are phone calls that use a computerized auto-dialer to deliver a pre-recorded message. In certain circumstances, robocalls can be used legally and even perform important functions, such as school alerts. However, in recent years, malicious robocallers using caller-ID "spoofing" have tricked consumers into answering calls made to perpetrate a scam, such as posing as a government employee to obtain sensitive personal data.

NTCA's hometown providers are committed to combating spoofing and reducing unwanted calls and have adopted STIR/SHAKEN, a caller-ID spoofing-mitigation technology, and other technologies to reduce the number of unwanted calls their subscribers receive.

Encourage the FCC to Address Non-IP Networks

The TRACED Act that required the use of STIR/SHAKEN was an important step in addressing unwanted robocalls and combat "spoofing," but the presence of non-IP facilities in some carriers' networks renders NTCA members' use of the technology ineffective. The FCC can address this and ensure as well that community-based rural broadband providers are not saddled with unreasonable costs that hinder delivery of affordable and high-quality voice service. Policymakers and FCC staff should consider the following when formulating robocall policy:

- Rules for IP Interconnection—The primary anti-spoofing technology only works for voice traffic that is end-to-end internet protocol (IP). Current FCC rules for interconnection must be updated in a way that does not impose unnecessary costs on small rural providers for the exchange of IP voice traffic.
- Encourage the development of alternatives—the FCC should encourage those providers with non-IP networks to either upgrade them or use alternative technology standards for caller-ID spoofing mitigation in those cases where IP networks are not yet available.

NTCA's community-based providers look forward to working with Congress and the FCC to ensure a workable solution that allows providers to eliminate illegal robocalls, all while maintaining and upgrading rural broadband across America.