

**Before the  
Federal Communications Commission  
Washington, DC 20554**

|                                     |   |                             |
|-------------------------------------|---|-----------------------------|
| <b>In the Matter of</b>             | ) |                             |
|                                     | ) |                             |
| <b>Preserving the Open Internet</b> | ) | <b>GN Docket No. 09-191</b> |
|                                     | ) |                             |
| <b>Broadband Industry Practices</b> | ) | <b>WC Docket No. 07-52</b>  |

**REPLY-COMMENTS OF  
THE PERFORMING ARTS ALLIANCE**

**Members:**

**American Music Center  
Association of Performing Arts Presenters  
Chorus America  
Dance/USA  
Fractured Atlas  
League of American Orchestras  
National Alliance for Musical Theatre  
National Performance Network  
OPERA America  
Theatre Communications Group**

**April 26, 2010**

The Performing Arts Alliance is submitting these reply-to comments in support of preserving the open internet. The nonprofit performing arts field depends on an open internet for the sharing of artistic ideas and programming, developing new works, cultivating new audience members, and interacting with current constituencies in a cost-effective way through demographically-focused disseminations and connections. As individuals and organizations become more dependent on interacting through the internet, performing arts organizations must continue to develop innovative ways to advance their art forms online. In order for America's nonprofit performing arts field to continue to create, cultivate, and share our art forms with the public, it is vital the internet remain open and available to users and content providers no matter their economic background.

The Performing Arts Alliance is a national network of more than 18,000 organizational and individual members comprising the professional, nonprofit performing arts and presenting fields. For more than 30 years, the Performing Arts Alliance has been the premiere advocate for America's professional nonprofit arts organizations, artists, and their publics before the U.S. Congress and key policy makers. Through legislative and grassroots action, the Performing Arts Alliance advocates for national policies that recognize, enhance, and foster the contributions the performing arts make to America.

In addition to using the internet for traditional communication, members of the Performing Arts Alliance are developing innovative ways to create and share their art. For instance, one member organization posts high-quality, full-length videos of performances online to be viewed by audience members and artists. This practice reaches a broader audience in addition to the live audience in attendance, which has the added benefit of triggering an online dialogue and engaging younger audiences in the art form. Another Performing Arts Alliance member organization has created an online competition for new and current fans to write, direct, and film brief marketing skits for their upcoming productions. The organization has received hundreds of submissions from around the country and from individuals of all ages. Yet another performing arts organization engages audience members in the choreographic process using an online tool. These are just a few of the countless uses of the internet that the performing arts are advancing.

Without a neutral internet performing arts organizations would be prohibited from using innovative online practices that expand how people participate in the arts and bring the performing arts into homes across the country.

Comments filed by Independent Creator Organizations on January 14, 2010 stated: “The adoption of net neutrality rules would help ensure that all creators, regardless of affiliation, would have access to this vital and still-developing marketplace. We urge the Commission, as it undertakes this historic and crucial rulemaking, to consider closely how the cultural sector is using the open internet to forge the future for entertainment and expression.”

The Performing Arts Alliance supports the comments submitted by the Independent Creator Organizations and principles that preserve an open internet. For, without such principles, audiences in communities nationwide will be unable to enjoy and engage in the nonprofit performing arts using the innovative ways that continue to develop and that rely on an open internet. Further, the Performing Arts Alliance believes that preserving an open internet is consistent with the net neutrality principles promulgated by the FCC.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roche Schulfer', with a stylized, cursive script.

Roche Schulfer, Chair  
Performing Arts Alliance