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National Cable Television Association

Neal M. Goldberg
General Counsel

1724 Massachusetts Avenue, Northwest
Washington, D.C. 20036-1969
202 775-3664 Fax: 202 775-3603

December 4, 2000

Magalie R. Salas
Secretary
Federal Communications Commission
445 12th Street, SW
Room TW-A325
Washington, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: NCTA Petition for Reconsideration; Compatibility between Cable
Systems and Consumer Electronics Equipment (PP Docket No. 00-67)

Dear Ms. Salas:

On November 27, 2000, the National Cable Television Association filed a Petition for Reconsideration in the above-referenced docket. Attached to that Petition was a report prepared by Peter D. Hart Associates, Inc. summarizing the results of focus group studies conducted by that firm. Footnote 23 of the Petition indicates that the biographies of Mr. Hart and Mr. Rivlin, who conducted the focus group studies, as well as background information on the firm were attached to the Hart Research Report. Those materials were not attached to the Report as filed with the Commission, so we are submitting them today with this letter.

If you have any questions about this matter, please call me.

Respectfully submitted,



Neal M. Goldberg

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About Hart Research

NONPROFIT/PUBLIC INTEREST ORGANIZATIONS

American Civil Liberties Union, Amnesty International USA, Black Community Crusade for Children, Chicago Community Trust, Children's Defense Fund, Defenders of Wildlife, Drug Strategies, Earth Force, EMILY's List, Greenpeace, Habitat for Humanity International, Handgun Control, Inc., League of Conservation Voters, National SAFE KIDS Campaign, National Trust for Historic Preservation, National Wildlife Federation, Natural Resources Defense Council, People For the American Way, Planned Parenthood Federation of America, Rock the Vote, Sierra Club, Wilderness Society, and World Wildlife Fund

MEDIA

TV Guide, US Magazine, Family Life, Men's Journal, National Geographic, Rolling Stone, Child Magazine, Chicago Tribune, The Wall Street Journal, The Washington Post, NBC News, MTV, the Public Broadcasting System, and National Public Radio

Peter D. Hart Research Associates is one of the leading survey research firms in the United States. Now in its 30th year of operation, the firm has conducted well over 5,000 public opinion surveys and has administered and analyzed interviews among more than three million individuals in that time. Hart Research also has undertaken over 4,000 focus group sessions.

Hart Research's client list reflects virtually all major facets of society: business and organized labor, education and health care organizations, media and the journalistic community, public interest groups, as well as politics and government. The firm has done work in Asia, Europe, and Latin America.

Hart Research has been at the cutting edge of change in the field of public opinion for more than two decades. Its commercial division (Hart-Riehle-Hartwig) represents such clients as Fannie Mae, DaimlerChrysler, IBM, FedEx, American Airlines, and AT&T.

In addition, since 1989, Hart Research, in conjunction with Robert Teeter, has been conducting the public opinion surveys for NBC News and *The Wall Street Journal*.

CORPORATIONS

American Airlines, AT&T, BP Exploration, CSX, DaimlerChrysler, Fannie Mae, FedEx, IBM, Merck, Microsoft, Nortel, Northrop Corporation, PaineWebber, Procter & Gamble, Shell Oil and Time Warner

CULTURAL INSTITUTIONS

Metropolitan Museum of Art, Smithsonian Institution, The Library of Congress, U.S. Holocaust Memorial Museum, and Chicago Public Library

PETER D. HART

Peter D. Hart is one of the leading analysts of public opinion in the United States. Since 1971, he has directed Peter D. Hart Research Associates, which has conducted more than 5,000 public opinion surveys that have included interviews with more than two and a half million individuals. Having established a reputation as a leader in political research, Mr. Hart has also undertaken a number of landmark studies in areas ranging from arms control to consumer behavior.

Mr. Hart has more than 25 years of experience in the survey research field. Prior to founding his own company, he served as senior executive with both the Louis Harris and Oliver Quayle firms. At present, he is a consultant to NBC News, and he previously worked with Dan Rather for 15 years on election night analysis. A visiting fellow with the Woodrow Wilson Foundation, Mr. Hart is also a trustee of the National Council on Public Polls.

He has written a number of articles and contributed to several books on public policy and politics, as well as appearing frequently on the major television programs that treat public policy issues, including *This Week with David Brinkley*, *The Today Show*, and *The MacNeil/Lehrer NewsHour*. The *National Journal* named Mr. Hart to its select list of 150 national leaders who shape federal government policy, characterizing him as "probably the foremost Washington pollster for the Democratic Party and its centrist candidates, who plays a key role in identifying and shaping national trends and political messages" David Broder's book, *The Changing of the Guard*--which discusses the future

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generation of American leaders--features Mr. Hart along with George Will, Bill Moyers, and Pat Oliphant in the chapter titled "Makers and Takers."

Clients who have used Mr. Hart's services include such former Senate leaders as Hubert Humphrey, Henry Jackson, Lloyd Bentsen, and Bill Bradley, and current leaders Jay Rockefeller, Robert Byrd. In the course of his career, Mr. Hart has represented more than 35 U.S. senators and 30 governors and has conducted polls in all but one state.

In addition to his work in the United States, Mr. Hart has considerable experience in campaigns in other nations. He was one of the primary strategists of the NO Campaign's defeat of General Pinochet in Chile in 1988, and Mr. Hart has worked on Colombian and Czechoslovakian presidential campaigns. The firm also conducted the first focus group research among black South Africans for Project Vote prior to the first all-race elections in 1993.

Outside the political realm, Mr. Hart has undertaken studies of the media, employee attitudes, housing, economic development, tourism, and American consumerism. For the past ten years he has conducted in-depth focus group discussions on a regular basis for *The Wall Street Journal* as part of the newspaper's election coverage. Indeed, Peter Hart is widely recognized as one of the most creative and insightful practitioners of focus group research today, having incorporated this type of research in studies not only for political campaigns, but for such diverse entities as the Democratic National Committee, Greenpeace, the

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National Cable Television Association, People for the American Way, and the national SAFEKIDS campaign.

Finally, Peter Hart along with Robert Teeter has been selected by NBC News and *The Wall Street Journal* to conduct all of the public opinion polling for these institutions, which is the first time any outside firm has been retained by a news organization to conduct surveys that bear the name of the sponsoring organization. As a result, Mr. Hart has his finger constantly on the pulse of the American public.

ALLAN RIVLIN

Allan Rivlin is a Senior Vice President with Peter D. Hart Research Associates, Inc., where he is involved in all aspects of the design and execution of public opinion research projects. Mr. Rivlin has moderated countless focus group sessions and conducted surveys on numerous political, social, and commercial topics.

Mr. Rivlin joined Hart Research in early 1997 when he left the U.S. Department of Health and Human Services. At HHS, where he was a Senior Advisor to Secretary Donna E. Shalala, Rivlin helped plan and coordinate the Secretary's Safe Passages approach to youth health issues, including abuse of alcohol and other drugs, tobacco use, violence, and diet and physical fitness. Rivlin served informally as a consultant to the Vice President's Reinventing Government Initiative and helped coordinate the HHS Continuous Improvement Program and Customer Service Plan. He was also responsible for key communications from Secretary Shalala to the 65,000 employees of HHS.

Mr. Rivlin has extensive experience in opinion research. Prior to working with HHS, Rivlin was a Vice President with the survey research firm that was formerly known as Mellman, Lazarus, and Lake. Mr. Rivlin is a graduate of Stanford University and holds a Master's Degree in Management from Yale University.