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April 9, 2004

Via Electronic Filing

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20054

Re: ***Ex Parte* Presentation**
MB Docket No. 03-15, RM-9832, Second Periodic Review of the Commission's
Rules and Policies Affecting the Conversion to Digital Television

Dear Ms. Dortch:

This is to notify you that on April 7, 2004, Michael Petricone, Vice President, Technology Policy of the Consumer Electronics Association (“CEA”) and the undersigned met with Jon Cody, Legal Advisor to Chairman Powell, and Mark Brennan of Chairman Powell’s office to discuss issues raised in the above-referenced proceeding.

Our discussion centered on approaches to accelerating the digital television (“DTV”) transition, and in particular, the impacts on consumers and manufacturers associated with those approaches. We also discussed the efforts of CEA, working with manufacturers and retailers, to foster consumer awareness and knowledge of the broadcast DTV transition and the capabilities of related consumer products.

In accordance with Section 1.1206 of the Commission’s rules, 47 C.F.R. § 1.1206, this letter is being filed in the above docket and sent by email to Messrs. Cody and Brennan.

Respectfully submitted,



David R. Siddall
Counsel to the Consumer Electronics Association