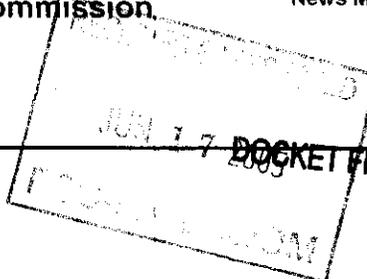




PUBLIC NOTICE

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DA 05-1672
June 16, 2005

MEDIA BUREAU ANNOUNCES EFFECTIVE DATE OF DIGITAL STATION IDENTIFICATION REQUIREMENT (MB Docket 03-15)

In the *Second DTV Periodic Review Report and Order*, released September 7, 2004 (19 FCC Rcd. 18,279) ("*Order*"), the Commission amended 47 C.F.R. 73.1201(b)(1) and (c)(1) to address station identification in the digital context. These regulations require digital television stations to follow the same rules for station identification as analog television stations. Thus, identification of digital stations must include the station's call letters followed by the community or communities specified in the station's license as the station's location. Stations may insert the station's frequency, channel number, name of the licensee, and/or the name of the network between the call letters and the community of license. Stations that choose to multicast may include additional information in their announcements identifying each program stream.

In addition, the Commission indicated that the changes to rule section 47 C.F.R. § 73.1201 required approval by the Office of Management and Budget (OMB) before they become effective.

This Public Notice announces that the Commission has received the required approval from OMB. Therefore, as announced in the Federal Register on May 25, 2005 (70 Fed. Reg. 29985), station identification requirements for digital television stations in 47 CFR § 73.1201(b)(1) and (c)(1) are effective July 1, 2005.

Accessibility Information. To request information in accessible formats (computer diskettes, large print, audio recording, and Braille), send an e-mail to fcc504@fcc.gov or call the FCC's Consumer and Governmental Affairs Bureau at (202) 418-0530 (voice), (202) 418-0432 (TTY). This document can also be downloaded in Word and Portable Document Format (PDF) at: <http://www.fcc.gov>.

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