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May 18, 2006

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Room TWB204
Washington, D.C. 20054

Re: Ex Parte Presentation in MB Dkt. No. 00-167

Dear Ms. Dortch:

On May 17, 2006 members of the Children's Media Policy Coalition ("Coalition") including Patti Miller, Children Now, Jeff McIntyre, American Psychological Association, Marjorie Tharp, American Academy of Pediatrics, Todd Haiken, National Parent Teacher Association, Angela Campbell and Marvin Ammori, Institute for Public Representation and I met with Jessica Rosenworcel, Senior Legal Advisor to Commissioner Copps. We discussed the comments and reply comments filed in the above-captioned proceeding in response to the Second Further Notice of Proposed Rulemaking which sought comment on the joint proposal submitted by members of the Coalition and industry members. We urged the Commission to expeditiously adopt the joint proposal in its entirety without modification.

We explained that the majority of the comments support adopting the joint proposal and addressed two issues raised in the comments. First, we explained why the Commission should reject the arguments made by a few broadcasters who asked the Commission to repeal or modify the commensurate increase in the E/I guidelines for broadcasters who mutlicast. Specifically, we explained that the extension of the E/I guideline was in the public interest because it ensures children will have access to educational and informational programming while allowing broadcasters flexibility to develop new digital streams. Moreover, we pointed out that preserving the digital mutlicast guideline was the primary reason why the Coalition members agreed to the joint proposal.

Second, we addressed the Ad Council's request to exempt certain Public Service Announcements ("PSAs") from the website display rules. We explained that PSAs provide important information to children and we urged the Commission to exempt from the website display rules PSAs produced by organizations such as the Ad Council, non-profits, government entities, or media companies in partnership with non-profit or government entities which display websites the licensee or cable company does not control.

Finally, we discussed how the joint proposal is a positive example of how parties can negotiate a desirable end through private dispute resolution rather than through litigation or prolonged administrative proceedings. We explained that all parties to the joint proposal support its prompt adoption.

Pursuant to Section 1.1206(b) of the Commission's rules, a copy of this notice is being filed electronically in the above-captioned proceeding for inclusion in the public record. Should you have any questions, please do not hesitate to contact me.

Respectfully Submitted,

/s/ Jennifer Prime

Jennifer Prime

cc: Jessica Rosenworcel