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May 18, 2006

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

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

Dear Ms. Dortch:

Today members of the Children's Media Policy Coalition ("Coalition") including Jeff McIntyre American Psychological Association, Marjorie Tharp, American Academy of Pediatrics, Todd Haiken, National Parent Teacher Association, Angela Campbell, Institute for Public Representation and I met with John Grant, Special Advisor for Policy to Commissioner Tate. 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 noted that the majority of the comments support adopting the joint proposal and explained why the Commission should reject the arguments of the 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.

Next, 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: John Grant