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North Carolina Association of Broadcasters

September 17, 2007

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *DTV Consumer
Education Initiative
MB Docket No. 07-148*

Dear Chairman Martin and Members of the Commission:

The North Carolina Association of Broadcasters ("Association") endorses and supports the public information initiative undertaken by the National Association of Broadcasters ("NAB") to inform the public about, and to facilitate, the nation's orderly transition to digital television. The Association is an active member of the NAB DTV coalition and is cooperating with and working closely with NAB in this important effort.

In addition to supporting NAB's efforts, the Association is exploring additional localized efforts to bring the message of the transition closer to home in North Carolina, especially among lower income groups, to assure that the citizens of this state are fully aware of the options available to them for continued access to television reception following the transition. The Association has authorized a special DTV transition committee to work with consumers and state and local agencies. The Association is also exploring opportunities to work with the North Carolina Cable Television Association and its members to further educate consumers in this respect.

Needless to say, television broadcasters have a self-interest in making sure that viewers have uninterrupted access to their signals following the transition. We believe the industry's voluntary efforts will be more than adequate in this respect and respectfully request that the Commission not mandate or impose PSA or public information requirements on television stations.

The Association and its member stations look forward to working closely with the Commission and will keep the Commission timely advised of its on-going efforts in this important initiative.

Sincerely,

Bruce Wheeler
President

cc: Commissioner Copps
Commissioner Adelstein
Commissioner Tate
Commissioner McDowell

