



Reginald D. Hedgebeth
Senior VP, General Counsel & Secretary

Circuit City Stores, Inc.
9950 Mayland Drive
Richmond, VA 23233-1464
T 804.527.4014
F 804.527.4877

reggie_hedgebeth@circuitcity.com

October 16, 2007

Hon. Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, S.W
Washington, DC 20554

Re: MB Docket No. 07-148
Circuit City Commitment To
DTV Consumer Education

Dear Chairman Martin:

On behalf of Circuit City Stores, Inc., I am writing to assure you that Circuit City recognizes the importance of educating consumers as to the DTV Transition, and that Circuit City intends to do its part. We specifically endorse, in this respect, the Comments filed by the Consumer Electronics Retailers Coalition (CERC).¹ As you know, Circuit City is a leading specialist retailer of consumer electronics products and a founding member of CERC. In CERC's Comments, CERC and its members acknowledged the Commission's position of leadership in the public interest, and pledged their cooperation in helping the Commission to exercise its responsibilities so as to achieve a successful result in the DTV Transition.

Prior to the filing of the CERC Comments, Phil Schoonover, Circuit City's CEO, and I expressed Circuit City's commitment to working with you and the Commission to further DTV Consumer Education. We reviewed and sought your input on the measures that Circuit City was intending to implement to assure that our associates and our customers had an appreciation of the imminence and significance of the DTV Transition, and the range of choices that will be offered to consumers. Phil Schoonover also serves on the Board of the Consumer Electronics Association (CEA), and such commitments were recognized in CEA's Comments, as well.²

CERC's Comments set forth the consumer electronics retail industry initiatives that have already been undertaken, and those that are planned. Circuit City has played a key role in these initiatives. Circuit City has distributed to its stores the "DTV Tip Sheets" that were co-branded by the Commission, CEA, and CERC. Circuit City posted

¹ *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, Comments of the Consumer Electronics Retailers Coalition (Sept. 19, 2007) ("CERC Comments").

² *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, Comments of the Consumer Electronics Association at 2, 6-7, 9-10 (Sept. 19, 2007) ("CEA Comments").

advisory signage in its stores, for antenna-reliant customers, within weeks of the signing of the legislation that set the February 17, 2009 date for the DTV Transition, and has consistently advised consumers as to the Transition via its commercial web site. Circuit City has engaged the NTIA Program Contractor and its own vendors with a view to the earliest and most efficient possible execution of the program at retail.

In addition to consulting with you personally, through counsel we have consulted with your office, bureau staff, and other Commissioners' legal advisors as to specific plans to inform and assist customers as key Transition dates approach. We are committed to these public education and NTIA Program undertakings, some of which are already in process:

- Circuit City will conduct additional and more specific training for sales associates as to the DTV Transition and the NTIA Coupon Eligible Converter Box ("CECB") program, including appropriately addressing the expressed needs of customers for CECB products in aid of their existing TVs.
- Circuit City will include DTV Transition advisory information in its advertising supplements.
- Circuit City will include items on the DTV Transition and the end of analog broadcasting in its in-store "video loops" that are shown on the TVs displayed for sale.
- Circuit City will have store signage about the DTV Transition and the end of analog broadcasts.
- Circuit City will make available to its customers pamphlet material as to the DTV Transition reflecting a unified Federal message. (Circuit City has previously distributed the "DTV Tip Sheet" that has been jointly produced and branded by the FCC, CERC, and CEA, as copies have been provided to Circuit City.)
- Circuit City intends to participate in the NTIA CECB program and has begun commercial steps to do so. Any final business decision and commitment, however, must await receipt of necessary documents and information:
 - Receipt of a form of agreement from the NTIA or its Contractor, and knowledge of its terms;
 - Certification by the NTIA of additional models of CECBs (only two manufacturers have received certification as of this writing); and
 - Receipt of additional technical and regulatory information that is still not available to Circuit City. We are encouraged by technical information received from the IBM Team but we still lack sufficient information to assure that participation is feasible with respect to our point of sale and other technological systems. Nor do we know whether the Commission will impose regulations that could penalize retail marketing practices with respect to a program that the NTIA has assured us is voluntary.

- Circuit City will increasingly focus its retail web commerce site on the DTV Transition and the NTIA CECB program, as more specific information becomes available.
- Circuit City will of course continue to implement compliance with Section 15.117(k) of Commission regulations until stocks of covered products are exhausted.
 - In this respect, we are aware of your interest in our exhausting existing stocks of “analog-only” TVs. Circuit City is willing to attempt to expedite its sales of these products to consumers who do not rely on antennas.

As an active member of CERC and CEA, and separately, Circuit City has worked actively and specifically with the NTIA from the program’s inception to fulfill the responsibilities delegated to it by the Congress. Circuit City will consult with the Commission, as well, to help the FCC and the public and private members of the DTV Transition Coalition achieve coordinated messaging and implementation, including a coordinated Federal Government message and communication plan, as discussed in the CERC Comments. As we advised you on a personal basis, Circuit City intends to participate actively in the CECB program, subject to the considerations described above, and believes this participation will be most effective – and most feasible for retailers – if the messaging of the FCC, the NTIA, and others is closely coordinated and aligned. As do CERC and CEA, Circuit City acknowledges and endorses the appropriate role of the Commission as to such coordination.³

In CERC’s Comments, CERC recognized the FCC’s overall responsibilities pertaining to the DTV Transition, and pledged to help and support the Commission in fulfilling them. CERC agreed with congressional leaders that the FCC has a vital leadership role to play in the Transition, and said its members will cooperate further, to assist the Commission in this role, particularly as to coordination and focus in the activities of the public and private sector members of the DTV Transition Coalition. Circuit City embraces this obligation as its own.

Respectfully,

A handwritten signature in black ink, appearing to read "Reginald D. Hedgebeth", with a long horizontal line extending to the right.

Reginald D. Hedgebeth

³ We do, however, also endorse CERC’s opposition to the Commission regulating in areas in which it appears to lack jurisdiction and as to which the NTIA, which was specifically delegated the Congressional authority to regulate, has declined to do so.

4

cc:

Commissioner Jonathan Adelstein
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Deborah Taylor Tate