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October 31, 2007

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Consumer Education In DTV Transition, MB Docket No. 07-148

Dear Ms. Dortch:

On October 30, 2007, Michael Vitelli, Sr. Vice President and General Manager, Home Solutions Operating Group, Best Buy Co., Inc.; Paula Prah, Vice President, Public Affairs, Best Buy; Jennifer Blum, Drinker Biddle & Reath LLP, counsel to RadioShack Corporation; and the undersigned on behalf of the Consumer Electronics Retailers Coalition (CERC) met with Commissioner Robert McDowell, Legal Advisor Cristina Chou Pauzé, and intern Evan Morris.

With respect to the above referenced matter, the visitors endorsed the views stated on behalf of CERC in its *ex parte* letter of October 19. They explained the consumer education efforts undertaken thus far by Best Buy and RadioShack, by other CERC members, by CERC, and by other members of the DTV Transition Coalition. With respect to the NTIA Coupon-Eligible Converter Box program they expressed their concern at the prospect of a parallel and potentially inconsistent enforcement regime run according to FCC regulations, where the statutory authority as to such a regime has been delegated to the NTIA. They posited that such a parallel enforcement regime could only serve as a disincentive to retailer participation in the voluntary NTIA "CECB" program. In the course of this discussion, reference was made to experiences thus far with respect to enforcement of the FCC's regulation as to labeling of certain TV receivers.

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This letter is submitted pursuant to Section 1.1206(b)(2) of the Commission's rules to provide notice of an oral *ex-parte* presentation in the above referenced matter. Copies of the letter are being sent by electronic mail to the meeting participants identified above.

Respectfully submitted,

Robert S. Schwartz

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cc:

Commissioner McDowell
Cristina Chou Pauzé
Evan Morris