

Leora Hochstein
Executive Director
Federal Regulatory



November 7, 2007

1300 I Street, NW, Suite 400 West
Washington, DC 20005

Phone 202 515-2535
Fax 202 336-7922
leora.l.hochstein@verizon.com

EX PARTE

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: DTV Consumer Education Initiative, MB Dkt. No. 07-148

Dear Ms. Dortch:

On November 6, 2007, Will Johnson and I met with Cristina Chou Pauze, Legal Advisor to Commissioner McDowell, to discuss our positions in the above-referenced proceeding. Our comments were consistent with our previous filings in this docket, including the *ex parte* filed by Verizon on October 24.

We emphasized that imposing particular broadcast DTV education obligations on video providers or telephone providers – in addition to being unnecessary, in light of the substantial voluntary efforts already underway, and unlawful – would not effectively inform the public, and would instead result in consumer confusion. In particular, we emphasized that Verizon will soon be undergoing its own digital transition – separate and apart from the broadcasters' DTV transition scheduled for February 17, 2009 – as it moves its FiOS TV service to all-digital. In order to avoid customer confusion and disruption, Verizon will engage in significant efforts to notify and educate our customers concerning this transition, and any obligations to simultaneously educate these consumers concerning the *broadcasters'* completely separate transition will unreasonably complicate this effort and likely result in customer confusion. Video providers that are moving to an all-digital service require substantial flexibility to manage this process and meet their customers' needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Leora Hochstein".

cc: Cristina Chou Pauze