

Subject: DTV Test Markets
Date: Wednesday, January 2, 2008 1:06 PM
From: dhonig <dhonig@crosslink.net>
To: "Hon. Michael Copps" <mcopps@fcc.gov>
Cc: Rick Chessen <rick.chessen@fcc.gov>
Conversation: DTV Test Markets

Commissioner Copps, good afternoon,

RE: MB Docket 07-91 (DTV Transition)

I saw your statement proposing the use of DTV test markets, as well as the attached press report. Test markets for product research tend not to include large proportions of minorities (e.g. Utica, NY, Muncie, IN). However, minority participation is a vital element of the DTV rollout process. Therefore, if the Commission decides to use test markets, the following might be good choices (data is from [BIA Investing in Television Market Report 2007](#)):

- San Juan, PR – not considered a DMA but would rank #17 if it were; 100.0% minority
- Laredo, TX, DMA 187 – 95.4% minority
- Harlingen-Weslaco-Brownsville-McAllen, TX, DMA 91 – 89.8% minority
- El Paso, TX, DMA 99 – 81.5% minority
- Yuma-El Centro, CA, DMA 167 – 69.2% minority
- Greenwood-Greenville, MS (the Mississippi Delta), DMA 184 – 66.5% minority
- Albany, GA, DMA 145 – 44.1% minority

Sincerely,

David Honig

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cc: MB Docket 07-91 (via ECFS)

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