

Ex Parte Letter

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DOCKET FILE C

January 24, 2008

Via Hand Delivery

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

FILED/ACCEPTED

JAN 24 2008

Federal Communications Commission
Office of the Secretary

Re: Notice of Ex Parte Communication
MB Docket No. 07-148

Dear Ms. Dortch:

On Friday, January 18, Jane E. Mago and the undersigned of the National Association of Broadcasters (NAB) delivered to the offices of the Chairman and each Commissioner digital video disks with audiovisual recordings of educational announcements about the digital television (DTV) transition. Some of the recorded announcements on the disks were produced with the assistance of the NAB, while others were produced by local stations in the Washington, D.C. Nielsen Designated Market Area.

A press release concerning one of the announcements is attached. An original and one copy of this filing and the related disks are enclosed herewith.

Please direct any questions to the undersigned.

Respectfully submitted,

Erin L. Dozier
Associate General Counsel
Legal and Regulatory Affairs

Enclosures

Advocacy Education Innovation

1771 N Street NW
Washington DC 20036 2800
Phone 202 429 5300
www.nab.org

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FOR IMMEDIATE RELEASE: November 14, 2007

WASHINGTON BROADCASTERS JOIN IN DIGITAL TV CONVERSION SPOTS ROADBLOCK ADS TO MAXIMIZE THE MESSAGE

Washington, DC -- November 14, 2007 -- In an unprecedented effort to help educate television viewers in the Washington DC market, all of the commercial broadcasters in the area have joined to offer the same message -- *the transition to digital broadcasting is coming, so be prepared.* Beginning today, WRC (4), WTTG (5), WJLA (7), WUSA (9), WDCA (20), WDCW (50), WFDC (14) and WZDC (25) representing the major broadcast networks NBC, FOX, ABC, CBS, My Network TV, CW, Univision, and Telemundo have joined together to produce and air advertising designed to help viewers prepare for the changeover from analog to digital over-the-air broadcasting. That switch is scheduled to occur on February 17, 2009.

The commercial spots will be "roadblocked" -- airing simultaneously on all stations with news product during the Wednesday 5:00 am, Thursday 5:00 pm and Friday 6:00 am programming of each station. The My Network TV and CW stations will roadblock at Noon and 6:00 pm on Wednesday and Friday. These times are designed to maximize viewer attention and a similar schedule will air the following week. "This is the first salvo in an elaborate, multi-pronged marketing campaign designed by broadcasters to prepare for this significant shift," said **Michael Jack** of WRC.

The spots will feature the top talent of each station, presenting the unifying message that digital television is coming with its dramatically clearer pictures, sound and additional programming choices. **Allan Horlick** of WUSA added, "Broadcasters are delighted to be able to offer outstanding quality that is as fine as can be found anywhere in the world." **Eric Meyrowitz** of WDCW noted that, "Our over-the-air signal quality is better than cable, better than satellite, and better than the phone company since the programs won't be squeezed through a tiny wire."

In order to see those pictures on older TV sets, however, converter boxes are needed. "The joint ads help viewers understand what will be required and how they may qualify for help in purchasing the boxes," said **Glenn "Duffy" Dyer** of WTTG and WDCA. "Not since the introduction of color TV in the 1960s has more attention been paid to television technology, but this time the entire industry will change overnight. Our aim is to make sure consumers are ready for it," said **Frederick Ryan** of WJLA.

The message will air in Spanish on Univision and Telemundo. "Our goal is that all local communities be informed and no viewers left behind," said **Rudy Guernica** of Univision. Added **Wendy Thompson** of Telemundo, "This is both a major industry challenge and a critical opportunity to insure that everyone gets the information they need."

The stations have committed to a massive effort to make sure viewers are all aware of the transition and will supplement the message in all dayparts along with programming, news stories and web messages over the next 465 days. Similar efforts are taking place in every market in the country with the message that no one will be able to escape.

DOCKET NO. 07-148

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