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Federal Communications Commission
Office of the Secretary

USING YOUTH-FRIENDLY AND CONSUMER-FRIENDLY CHARACTERS FOR DIGITAL AGE CONSUMER EDUCATION

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History Loves Company network, 312-263-3001

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06-121

1. The California Public Utilities Commission telephone consumer education program, CalPhoneInfo, informs and educates the public about the increasingly competitive telecommunications market. It arms consumers with valuable information on issues such as understanding phone bills, slamming, cramming, buying wireless telephone service, choosing telecommunications companies and services, prepaid phone cards, and avoiding telephone fraud and misleading ads. CalPhoneInfo's website, www.CalPhoneInfo.com, features a Tip of the Day, Hot Topics, Frequently Asked Questions, links to other helpful resources in government and the community, and information on how to file a complaint with the Commission. In an effort to reach out to non-English-speaking or limited-English-speaking consumers, our educational materials are available 12 languages: Arabic, Armenian, Cambodian, Chinese, Farsi, Hmong, Korean, Russian, Spanish, Tagalog, Thai, and Vietnamese. To help disabled consumers certain brochures are available in large font and in audio versions in English and Spanish. The website and educational materials will be continuously updated. New information will be added as the Commission continues working with community and consumer groups and telecommunications companies on education efforts. KeyPad Kid is on the CalPhoneInfo website and on the brochures that are prepared for consumers in various languages. In addition, we have magnets with KeyPad Kid and we may produce other trinkets with his likeness.

2. In Illinois, KeyPad Kid and his family as consumer-friendly characters for public awareness consumer education programs building and using technology skills as "second nature" KeyPad Kid, created by Charles Boyce, Mae/Johnny Communications, derived from family of characters in syndicated Compu-Toon series www.compu-toon.com was one of ten characters submitted to California Public Utilities Commission and consumer outreach parties in summer 2006 to assist CPUC to create a public awareness mascot to assist in understanding and making decisions about telecommunications choices and services. In spring 2007, KeyPad Kid made an appearance as Intrepid Young Reporter using a laptop computer to report on modern day reenactment of Lincoln-Douglas debates, as part of Youth Communication citywide high school newspaper, where Charles Boyce is a board member. KeyPad Kid appeared in postcard communication to Illinois General Assembly in support of resolution for 150th anniversary reenactment of high school debates in 2007-2008, and in summer 2007 journalism workshop publication on youth media and in high school graphic design classes. In fall 2007, KeyPad Kid information has been distributed as an example of Smokey-the-digital-bear-type characters for proposed Illinois statewide digital literacy grants public awareness program, as well as to encourage Federal Communications Commission to use community media-based graphic characters for its nationwide consumer education initiative on Digital Transition leading toward the end of today's over-the-air analog broadcast-receiving TVs to all-Digital broadcasts in February 2009.

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the
Lincoln-Douglas Debate.

