



PUBLIC NOTICE

Federal Communications Commission
445 12th St., S.W.
Washington, D.C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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MEDIA BUREAU ANNOUNCES EFFECTIVE DATE FOR THE RULES IN THE DTV CONSUMER EDUCATION INITIATIVE MB DOCKET NO. 07-148

Effective Date: March 31, 2008

On February 19, 2008, the Commission adopted the Report and Order in the Commission's proceeding regarding DTV consumer education ("Order"), which established rules requiring a coordinated, national DTV consumer education campaign.¹ Pursuant to the *Order*, the effective date for the rules is when the *Order* has been published in the Federal Register, and the rules have received OMB approval and notice to that effect has been published in the Federal Register.²

On March 24, 2008, the *Order* was published in the Federal Register.³ On March 27, 2008, the Commission received OMB approval for enforcement of the rules.⁴ On March 31, 2008 the Federal Register is scheduled to publish notice of that approval.⁵ Thus, the effective date for the *Order* and rules will be March 31, 2008.⁶ The first quarterly consumer education reports must be filed no later than April 10, 2008.⁷

¹ *DTV Consumer Education Initiative*, MB Docket No. 07-148, Report and Order, FCC 08-56 (rel. March 3, 2008) ("Order"). The *Order* is also available on the Commission's website. See http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-56A1.doc.

² *Id.* at para 72.

³ *Order*, 73 FR 15431 (March 24, 2008).

⁴ See OMB Control Number 3060-1115.

⁵ The *Final Rule; announcement of Effective Date* was put on public inspection by the Federal Register on March 28, 2008. See <http://www.archives.gov/federal-register/public-inspection/>.

⁶ The requirements for multichannel video programming distributors (MVPDs) and eligible telecommunications carriers (ETCs) take effect 30 days after the effective date, which will be April 30, 2008. See 47 CFR §§ 76.1630 and 54.418.

⁷ Full power television broadcasters are required to file quarterly reports. See 47 C.F.R. §§ 73.3526(e)(11)(iv) and 73.3527(e)(13). Form 388 must contain information on all consumer education efforts undertaken by the broadcaster in the first quarter, including voluntary efforts. *Order* at para 8. The *Order* also requires DTV.gov Transition Partners to file quarterly reports. See *Order* at para 50. 700 MHz auction winners must also file

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For additional information, contact Lyle Elder, Lyle.Elder@fcc.gov, or Eloise Gore, Eloise.Gore@fcc.gov, of the Media Bureau, Policy Division, (202) 418-2120. Press inquiries should be directed to Mary Diamond, (202) 418-2388. TTY: (202) 418-7172 or (888) 835-5322.

By the Chief, Media Bureau.

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quarterly reports, but need not do so until the quarter after the initial grant of a license awarded as a result of the auction. *See* 47 C.F.R. § 27.20.