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April 10, 2008

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

Re: Quarterly Report of RadioShack Corporation, MB Docket No. 07-148

Dear Ms. Dortch:

Pursuant to pars. 50 and 51 of the Commission's March 3, 2008 Report & Order in this Docket, by its attorney, RadioShack Corporation ("RadioShack") hereby provides its quarterly report with respect to consumer outreach and education efforts. The following represents the significant steps taken by RadioShack thus far in 2008 to inform and educate its customers regarding the digital transition and the National Telecommunications and Information Administration's (NTIA's) converter box coupon program.¹ These steps are in addition to the extensive steps taken by the Consumer Electronics Retailer Coalition (CERC) and by the Consumer Electronics Association, in each of which RadioShack is a member company.

Consumer Education through Media, the Internet and Signage

RadioShack has implemented detailed public education plans to notify consumers of the digital transition generally and to inform them of the possible need to purchase a converter box. RadioShack's plan includes the following activities, all of which are ongoing:

- RadioShack updated its website to include dedicated space at www.radioshack.com/dtv to explain the transition and the coupon program and to answer frequently asked questions (including information for LPTV viewers). The site also include links to the relevant government websites and CERC/CEA/FCC's DTV tip sheet.

¹ RadioShack is a participant in the coupon program and is currently selling converter boxes in its stores and through its toll-free number. This filing does not outline the significant steps that RadioShack has taken to participate and implement the coupon program in its stores, but refers the Commission to the filing made today by the Consumer Electronics Retailers Coalition.

- RadioShack is providing notifications about both the transition and the coupon program through millions of RadioShack's direct mail flyers and newspaper inserts throughout the year. RadioShack's current flyer includes this information.
- Beginning on February 19th, ***every receipt printed*** in a RadioShack store includes an alert to customers about the digital transition, the availability of converter boxes at RadioShack and both websites www.radioshack.com/dtv and www.dtv2009.gov.
- RadioShack placed window signage in each store in March announcing the availability of coupon eligible converter boxes. There will be signs placed in store windows regarding the transition at various key times throughout the program.
- RadioShack stores have point of purchase signage co-located with the coupon eligible converter boxes notifying customers of the transition and availability of coupon eligible converter boxes.
- The packaging on most of our converter boxes indicates that they are coupon eligible.
- RadioShack is also using various public relations outlets and methods to ensure the conversion is effectively communicated to news media and customers alike. This includes the use of audio and video podcasts, news releases and staged store events throughout the year announcing news and milestones relating to our participation in the transition process. RadioShack held one such event at the end of March of this year and another is scheduled for today.
- As a participant in the coupon program, RadioShack is helping to ensure that the converter boxes will be available to consumers, even if a store is very temporarily out of stock or a customer is unable to leave his or her home. In these events, a customer may purchase a converter box by placing an order through RadioShack's Direct-to-You program either from one of our stores or by phone at 1-877-RS-DTV4U. The product will be shipped to the customer's home free of shipping charges.

Training of Sales Associates

RadioShack believes that our sales associates are an extremely important part of the consumer education process. Thus, RadioShack has made and continues to make significant efforts to effectively train its sales associates about the digital transition and the coupon program. These efforts include educating sales associates about the details of the digital transition – the “why, when and how” the transition is occurring; processes relating to converter box coupon sales; consumer options on what products are needed or optional depending on individual circumstances; information regarding the special circumstances of over-the-air viewers of low-power television; and proper installation information. RadioShack headquarters trains and communicates with its store managers and employees through several different means.

- First, RadioShack provides online training for all employees on many different product lines and technologies. It has a number of training sites dedicated to the digital transition, digital television products, and the coupon eligible converter box. At the end of the online training course for the converter box, employees are required to take a test. RadioShack monitors the test completion rate for each store and each store employee must pass with a 90 percent or higher in order to be considered a completion. These tests have been conducted for current employees and are required for each new employee.
- Second, in addition to our online training program, RadioShack conducts RadioShack TV broadcasts with its store managers and sales associates. RadioShack has already completed a number of segments on the transition and coupon program with our store managers and have additional segments scheduled for both store managers and sales associates to coincide with the appearance of coupons in the marketplace.
- Third, RadioShack distributes articles of importance directly to its stores on a daily and/or weekly basis. This includes our daily store bulletin, RadioShack Today, as well as our store intranet site that stores use daily to access news, information and required tasks. Again, RadioShack has already provided significant information to our stores through these communications channels and will continue to do so throughout the transition.

All of these forms of communication emphasize to the store managers and sales associates the complexities of the transition and the coupon program. RadioShack emphasizes to our employees the need to ask customers the right questions in order to make sure the consumer makes the best purchase decision for their particular television

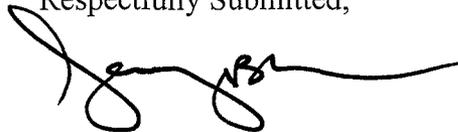
viewing needs. RadioShack also provides all of its training and educational materials to its dealer stores. Each dealer then makes its own determination as to how they are used.

RadioShack would like the Commission to understand the extraordinary level of the retailers' undertaking. RadioShack has 4,400 stores and more than 30,000 retail employees and support staff who must be trained. This is in addition to its independent dealer base with thousands of their own employees who they must separately train as well. In addition, no retailers' employee base is static. This means that RadioShack must have a continuous loop of training for all new employees throughout the coupon program period and provide refresher courses for current employees.

Conclusion

RadioShack is proud of its efforts to date to educate consumers and is committed to playing this important role throughout the digital transition period. Should the Commission have any questions or need more information please contact me at the address or phone number set forth above.

Respectfully Submitted,



Jennifer L. Blum
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Counsel to RadioShack Corporation

cc: Cathy Seidel
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