



June 12, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

**Re: Notice of Ex Parte Communication
MB Docket Nos. 04-233, 07-148; CS Docket Nos. 98-120, 00-96; MM Docket
Nos, 00-168, 00-44; and OMB Control No. 3060-0214**

Dear Ms. Dortch:

On June 11, 2008, National Association of Broadcasters (NAB) members K. James Yager of Barrington Broadcasting Co., LLC and Doreen Wade of Freedom Communications, Inc., together with the undersigned, met with Commissioners Michael J. Copps and Robert McDowell and their respective legal advisors, Rick Chessen and Cristina Pauzé.

At each meeting, we discussed broadcasters' ongoing commitment to providing local service that meets the needs and interests of their communities of license. We noted that this is a key means by which broadcasters differentiate their products in today's highly competitive media market. We stated that in light of existing marketplace incentives, the burdensome rule changes proposed in the localism proceeding are not necessary, and instead would be counterproductive to the Commission's goals.

We also discussed the need for the Commission to maintain its consumer-oriented focus as it considers proposals for blanket waiver of aspects of its viewability requirements for cable operators and/or cable systems of various sizes, and as it evaluates digital carriage obligations for direct broadcast satellite systems. We discussed the status of consumer awareness about the digital television transition and broadcaster efforts to expand and enhance such awareness.

Finally, during the meeting with Commissioner McDowell, we made points consistent with NAB's May 12, 2008 comments on the proposed information collection burdens

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associated with the Commission's *Enhanced Disclosure Order*.

Please direct any questions to the undersigned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Erin L. Dozier', is positioned to the left of the typed name.

Erin L. Dozier
Associate General Counsel
Legal and Regulatory Affairs

cc: Commissioner Michael J. Copps
Commissioner Robert McDowell
Rick Chessen
Cristina Pauzé