



October 10, 2008

Ms. Cathy Seidel
Chief, Consumer and Governmental Affairs Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: APTS DTV Consumer Awareness and Education Campaign; MB Docket No. 07-148

As a DTV.gov Transition Partner, the Association of Public Television Stations (APTS) is pleased to provide this Third Quarter 2008 Report on its DTV consumer education efforts.

With the industry-wide transition to DTV well underway, APTS has emerged as a leader in DTV communications and outreach to viewers throughout the country. APTS and local Public Television stations are playing a critical role in educating viewers about their options for making the switch to DTV. Among our activities are the following:

- In coordination with FCC Commissioner Jonathan Adelstein and several station groups, APTS is helping to organize “soft” analog shutoff tests in Hartford, Los Angeles, New York City, Philadelphia, San Francisco, and Washington, D.C. These temporary interruptions of analog broadcasting are designed to increase consumer awareness of the digital television transition and to provide data to broadcasters and federal agencies about consumer and industry response.
- APTS and the Leadership Conference on Civil Rights Education Fund (LCCREF) continued to pursue the project with Public Broadcasting Atlanta, Georgia Public Broadcasting and Atlanta civil and consumer rights organizations on a grassroots public education effort targeting those most likely to be impacted by the transition and educating them about what they can do to keep their TV working.
- APTS and LCCREF teamed with Rocky Mountain PBS and Denver civil and consumer rights organizations on a grassroots public education effort targeting those most likely to be impacted by the DTV Transition. The best practices learned through the Atlanta and Denver projects will be shared with other local Public Television stations and LCCR members throughout the country.
- APTS co-hosted a DTV consumer education exhibit at the AARP convention in Washington, D.C., in September. Along with PBS and other members of the DTV Transition Coalition APTS spoke with convention attendees and displayed videos and

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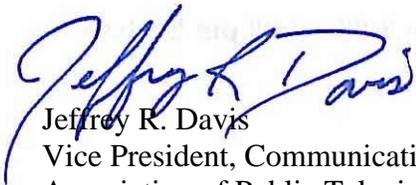
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other DTV consumer education segments produced by PBS and local Public Television stations. APTS also hosted a raffle in which two (2) digital-to-analog set-top boxes were awarded through a random drawing.

- APTS and local Public Television stations are working independently and with PBS and the National Association of Broadcasters on a national consumer education campaign, which includes: DTV Action Spots; crawls, snipes and/or news tickers during programming; 30-minute educational programs about DTV; 100-day countdown to the February 17, 2009 DTV deadline; public relations elements, including earned media coverage in newspapers and online; a DTV Road Show that will visit 600 locations nationwide; a DTV Speakers Bureau that will reach one million consumers; and online banner ads on TV station websites. The combined elements of this campaign will reach nearly all television viewers and will generate an estimated 98 billion audience impressions during the course of the campaign.
- APTS released the result of research it commissioned CENTRIS to conduct about consumer awareness of and attitudes towards the DTV transition. The results of the APTS studies are widely referenced, including in congressional testimony by FCC Chairman Kevin Martin.

I would be delighted to speak further with the FCC about APTS' DTV consumer awareness and education efforts. Please feel free to contact me by phone at 202-654-4209 or email at jeffrey@apts.org.

Respectfully submitted,



Jeffrey R. Davis
Vice President, Communications
Association of Public Television Stations

cc: Pam Slipakoff, CGB Chief of Staff
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