

January 12, 2009

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Federal Communications Commission
Office of the Secretary

By Hand-Delivery

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
236 Massachusetts Avenue, N.E.
Suite 110
Washington, D.C. 20002

Re: Report; MB Docket No. 07-148; Cox TMI Wireless, L.L.C.

Dear Ms. Dortch:

On behalf of Cox Communications, Inc. and Cox TMI Wireless, L.L.C. (collectively, "Cox"), and pursuant to Section 27.20 of the Commission's rules, 47 C.F.R. § 27.20, enclosed herewith are an original and two copies of Cox's Digital Television Transition Education Report for the fourth quarter of 2008.

Thank you for your attention to this matter. Kindly contact the undersigned counsel if you have any questions regarding the foregoing.

Sincerely,



Gary S. Lutzker
Counsel for Cox Communications, Inc. and
Cox TMI Wireless, L.L.C.

GSL/sad
Enclosures

cc: Lauren Van Wazer, Esquire
Jennifer Hightower, Esquire
Mark F. Padilla, Esquire

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Federal Communications Commission
Office of the Secretary

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
DTV Consumer Education Initiative)

MB Docket No. 07-148

REPORT ON DTV CONSUMER EDUCATION EFFORTS BY COX COMMUNICATIONS, INC. ON BEHALF OF COX TMI WIRELESS, L.L.C. (Successor to Cox Wireless, Inc. by Assignment) FOR QUARTER ENDING DECEMBER 31, 2008

On March 3, 2008, the Commission released a Report and Order (the "DTV Education Order") implementing requirements for consumer education regarding the digital television transition (the "DTV transition") for a broad range of stakeholders in the transition.¹ Included among the varied stakeholders identified were winners in the 700 MHz spectrum auction, which, as beneficiaries of the analog broadcast spectrum to be recovered by the Government, are deemed to have a significant interest in a successful DTV transition. The Commission's DTV Education Order requires the winning bidders in the 700 MHz spectrum auctions (Auctions 73 and 76) to report quarterly on the consumer education efforts being undertaken on the DTV transition.

Cox Wireless, Inc. was granted spectrum through the 700 MHz auction on June 26, 2008. Cox TMI Wireless, L.L.C. now holds that spectrum as successor to Cox Wireless, Inc., by assignment. As a new wireless spectrum holder, Cox TMI Wireless, L.L.C. does not yet have a wireless product, or a base of subscribers, that can be leveraged to provide consumers information regarding the DTV transition. However, Cox TMI Wireless, L.L.C. is uniquely

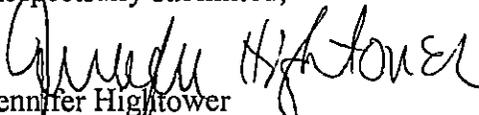
¹ DTV Consumer Education: Report and Order, 23 FCC Rcd 4134 (rel. Mar. 3, 2008).

positioned because its parent entity, Cox Communications, Inc. ("Cox"), is the nation's 3rd largest cable operator, and has implemented numerous consumer education tactics across the various cable television systems that it operates in 17 states.

As part of its most recent efforts focused on the DTV transition, Cox has provided in connection with the national cable industry campaign approximately \$2,600,000 worth of commercial airtime utilized on its cable systems over the last calendar quarter for educational spots about the broadcaster's transition to digital. Cox also continues to provide on its website a five minute video clip tutorial originally posted in the third quarter 2008. There have been 47,800 unique visitors to the cox.com site during the October 1 – December 31, 2008 timeframe. As an example of the local system outreach, Cox Kansas partnered with the City of Wichita to produce a video message by the Mayor for broadcast over the city's government channel as part of the FCC-Mayors' Digital Television Initiative.

Cox continues to provide throughout its footprint relevant and timely information for its customers and communities as we approach the DTV transition.

Respectfully submitted,


Jennifer Hightower
Vice President, Regulatory Affairs

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