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February 18, 2009

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 Twelfth St., SW
Washington, DC 20554

Re: Notice of ex parte presentation in MB Docket No. 07-148

Dear Ms. Dortch:

On February 17, 2009 the undersigned spoke by telephone with Eloise Gore, Associate Chief of the Media Bureau regarding potential modifications to the Commission's DTV transition Consumer Education rules¹ following enactment of the DTV Delay Act.² On behalf of CEA, I urged that any modifications to the notice requirements contained in section 15.124 of the Commission's rules³ be limited to address the change in date of the DTV transition. I also requested that manufacturers of televisions and related devices be provided with a reasonable period of time in order to comply with any such modifications.

Respectfully submitted,

James W. Hedlund /s/
James W. Hedlund
Vice President, Regulatory Affairs

cc: Eloise Gore

¹ *In the Matter of DTV Consumer Education Initiative*, Order on Reconsideration and Further Notice of Proposed Rulemaking, 23 FCC Rcd 7272, MB Docket No. 07-148 (rel. April 23, 2008).

² DTV Delay Act, Pub.L. No. 111-4, amending the Digital Television and Public Safety Act of 2005 ("DTV Act"), which is Title III of the Deficit Reduction Act of 2005, Pub. L. No. 109-171, 120 Stat. 4 (2006) (codified at 47 U.S.C. §§ 309(j)(14) and 337(e)).

³ 47 C.F.R. § 15.124.