



**Consumer Electronics Association**  
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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 18, 2009 the undersigned spoke by telephone with Rosemary Harold, Legal Advisor to Commissioner Robert M. McDowell regarding potential modifications to the Commission's DTV transition Consumer Education rules<sup>1</sup> following enactment of the DTV Delay Act.<sup>2</sup> On behalf of CEA, I urged that any modifications to the notice requirements contained in section 15.124 of the Commission's rules<sup>3</sup> 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: Rosemary Harold

<sup>1</sup> *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).

<sup>2</sup> 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)).

<sup>3</sup> 47 C.F.R. § 15.124.