



Received & Inspected

APR 16 2009
FCC Mail Room

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

DOCKET FILE COPY ORIGINAL

**Re: QUARTERLY REPORT – 1st Quarter 2009
DTV Consumer Education Initiative – MB Docket No. 07-148**

Dear Ms. Dortch:

The Chillicothe Telephone Company (“Chillicothe”) is the licensee of Station WQIZ631 (CMA593 – Channel Block B) in the 698-806 MHz Band (“700 MHz Band”). Our Auction 73 long-form application was granted by the Commission in June of 2008. *See Public Notice*, entitled “Wireless Telecommunications Bureau Grants 700 MHz Band Licenses,” DA 08-1522, Report No. AUC-73 (Auction No. 73), *dated* June 26, 2008.

Pursuant to Section 27.20 of the Commission’s Rules, we hereby report that for the quarter ended March 31, 2009, Chillicothe has undertaken the following outreach efforts to educate consumers about the transition from analog broadcast television service to digital broadcast television service (DTV):

Since May of 2008, Chillicothe has included a monthly notice on all of its bills to educate consumers about the transition to DTV. The bill messages will run through June 30, 2009.

Chillicothe is a Multichannel Video Programming Distributor (“MVPD”) that provides service to consumers in the State of Ohio. We note that we have not yet had an opportunity to acquire equipment or to deploy services under our new 700 MHz license.

In accordance with Rule Section 1.12, please refer any inquiries or correspondence pertaining to this matter to Cary Mitchell of the law firm of Blooston, Mordkofsky, Dickens, Duffy & Prendergast, LLP. He may be reached by telephone at (202) 828-5538 or by email at cary@bloostonlaw.com.

Respectfully submitted,
The Chillicothe Telephone Company

Dated: April 3, 2009



William A. McKell
President

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File No. 1303

TO: Bill McKell
Steve Burkhardt
The Chillicothe Telephone Company, Inc.

FROM: Cary Mitchell

DATE: March 19, 2009

REVISED DTV CONSUMER EDUCATION OUTREACH REQUIREMENTS

In light of recent Congressional action adopting the DTV Delay Act¹ and extending the DTV transition deadline from February 17, 2009, to June 12, 2009, the FCC has adopted a *Second Report and Order* ("*Second R&O*") to modify its rules and to take related actions necessitated by the delay in the transition deadline. Entities that won 700 MHz Band licenses in FCC Auction No. 73 are now required to file quarterly DTB consumer education outreach reports through the end of Q2 of 2009. A suggested Q1 2009 report for your company is attached below, which must be filed with the FCC on or before April 10, 2009. This memo also provides revised notice language for companies that have substantive consumer outreach obligations.

As well as extending the term of and buildout deadlines for 700 MHz Band licenses (which dates were calculated from the original February DTV transition deadline), the FCC has extended and modified its DTV consumer education initiative requirements. The revised rules apply to all eligible telecommunications carriers (ETCs) – who should now be providing DTV transition information in the monthly bills of their Lifeline/Link-Up customers – as well as to multichannel video programming distributors (MVPDs) who are subject to similar customer notice requirements. *Companies that provide both local exchange service and cable/video service must provide two notices – one for each service.*

Entities that won 700 MHz Band licenses in FCC Auction No. 73 are required to file

¹ DTV Delay Act, Pub. L. No. 111-4, 123 Stat. 112 (2009) (the "*Act*").

quarterly reports to describe what, if any, consumer education efforts they undertook during the previous calendar quarter. While there is no obligation for 700 MHz licensees to engage in any substantive consumer education efforts, the customer notice rules do apply to them, and they must report on their outreach efforts, to the extent that the licensee also provides ETC or MVPD service. The reports must be filed within ten (10) days after the end of the calendar quarter, so the next DTV Consumer Education Outreach report (for Q1 of 2009) will be due on or before April 10, 2009. The last report (for Q2 of 2009) will be due on or before July 10, 2009.

Revised Guidance for Consumer Notices

The FCC has revised the guidance text that is used as the basis for ETC and MVPD notices to reflect that the transition deadline has been extended and that many stations will transition or have transitioned prior to that date. Although this exact wording is not mandatory, the following guidance text is recommended because it contains the minimum information that must be included in your notice (changes are indicated in bold text):

The nationwide switch to digital television broadcasting will be complete on June 12, 2009, but your local television stations may switch sooner. After the switch, analog-only television sets that receive TV programming through an antenna will need a converter box to continue to receive over-the-air TV. Watch your local stations to find out when they will turn off their analog signal and switch to digital-only broadcasting. Analog-only TVs should continue to work as before to receive low power, Class A or translator television stations and with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products.

Notices must also include contact information for the FCC Call Center and the National Telecommunications and Information Administration (NTIA) Coupon Program, as well as a suggestion that readers contact their local television station for additional information.

Information about the DTV transition is available from your local television stations, www.DTV.gov, or 1-888-CALL-FCC (TTY 1-888-TELL-FCC), and from www.dtv2009.gov or 1-888-DTV-2009 (TTY 1-877-530-2634) for information about subsidized coupons for digital-to-analog converter boxes.

These revised requirements take effect April 1, 2009, so our clients should update the wording of future customer notices accordingly. Please let us know if you would like us to review your specific consumer notice language.

Suggested DTV Consumer Education Outreach Report for Q1 2009

Based on your company's previous DTV Education Outreach Reports, we have prepared the attached Q1 2009 report for your review and signature. Let us know if you have any suggested edits or changes. Please note that since the report is to cover the period ending March 31, 2009, you should wait until April to finalize and sign the Q1 report.

Please call us with any questions.