



GEORGETOWN LAW  
INSTITUTE FOR PUBLIC REPRESENTATION

Hope M. Babcock  
Angela J. Campbell  
Brian Wolfman  
Directors  
Adrienne T. Biddings+\*  
Leah M. Nicholls  
Jamie Pleune  
Margie Sollinger  
Guilherme C. Roschke  
Staff Attorneys

600 New Jersey Avenue, NW, Suite 312  
Washington, DC 20001-2075  
Telephone: 202-662-9535  
TDD: 202-662-9538  
Fax: 202-662-9634

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**Via Electronic Filing**

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., TW-A325  
Washington, DC 20554

Re: *Children's Television Obligations of Digital Television Broadcasters*  
MM Docket No. 00-167

Dear Ms. Dortch:

I spoke by telephone today with Jamilla-Bess Johnson, Acting Media Advisor to Commissioner Michael Copps regarding the Further Notice of Proposed Rulemaking in the above-referenced proceeding, released November 23, 2004. I urged that the Commission act promptly to finalize its tentative conclusion, stated in ¶72 of the Further Notice, to prohibit interactivity during children's programming that connects viewers to commercial matter. I noted that Chairman Genachowski indicated in his testimony before the Senate Commerce Committee in July that the Commission would adopt such a rule.

I said it was important to act soon rather than to await the conclusion of an upcoming Notice of Inquiry on children's media because media companies are already involved in interactive advertising and marketers are very interested in reaching children using interactive marketing techniques. We need rules now to protect children from unfair and abusive practices and to provide clear guidance for industry before undesirable practices become entrenched.

cc: Jamilla-Bess Johnson  
William Lake  
Mary Beth Murphy  
Sherrese Smith  
Rick Kaplan  
Colin Crowell  
Rosemary Harold  
William Freedman

Respectfully submitted,  
  
/s/ Angela J. Campbell