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February 4, 2010

VIA ELECTRONIC SUBMISSION

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

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

Dear Ms. Dortch:

On February 3, 2010 Jeff McIntyre, Children's Media Policy Coalition (CMPC), Angela Campbell and Guilherme Roschke, both of the Institute for Public Representation, had two meetings with commission staff. We met with Rick Kaplan, Office of Commissioner Mignon L. Clyburn. We also met with Yul Kwon, Consumer & Government Affairs Bureau, and Mary Beth Murphy, Media Bureau. At both meetings, CMPC urged that the Commission promptly finalize its tentative conclusion to prohibit interactivity during children's programming that connects viewers to commercial matter. We discussed the comments that CMPC has filed in response to the NPRM that declared the tentative conclusion. We noted that interactivity is growing in all media, and specifically is increasing in cable television. Thus the time is ripe for the Commission to finalize its tentative conclusion.

Guilherme Roschke
Staff Attorney

Cc: Rick Kaplan;
Yul Kwon;
MaryBeth Murphy;
Jeff McIntyre