



GEORGETOWN LAW  
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February 25, 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 24, 2010, Jeff McIntyre, Children's Media Policy Coalition (CMPC), Angela Campbell, Guilherme Roschke, and Andrew Lichtenberg, all of the Institute for Public Representation, had separate meetings with Colin Crowell, Office of Chairman Genachowski, and Bradley Gillen, Office of Commissioner Baker. At the meetings, CMPC provided Mr. Crowell and Mr. Gillen with copies of CMPC's comments filed in response to the Notice of Inquiry on *Empowering Parents and Protecting Children in the Evolving Media Landscape*, MB Docket No. 09-194. During the meetings, CMPC echoed the arguments made in its Notice of Inquiry comments, urging that the Commission promptly regulate commercial interactivity during children's programming. We discussed that television interactivity is no longer a nascent technology, and we noted that interactivity is growing in all media and is increasing in cable television. Thus the time is ripe for the Commission to finalize its tentative conclusion regarding interactive advertising targeted to children.

Guilherme Roschke  
Staff Attorney  
Andrew Lichtenberg

Cc: Jeff McIntyre  
Colin Crowell  
Bradley Gillen