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March 1, 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 26, 2010, Jeff McIntyre, Children's Media Policy Coalition (CMPC), Angela Campbell, Guilherme Roschke, both of the Institute for Public Representation, had a meeting with Joshua Cinelli, Office of Commissioner Michael J. Copps. At the meeting, CMPC urged 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.

Guilherme Roschke
Staff Attorney

Cc: Jeff McIntyre
Joshua Cinelli