



CONNECTING HOMETOWN AMERICA

Ross J. Lieberman
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August 22, 2011

Via ECFS

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

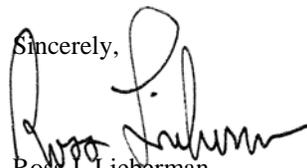
Re: American Cable Association Notice of Ex Parte Presentation; In re Video Description: Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010, MB Docket No. 11-43

Dear Ms. Dortch:

On August 22, 2011, the undersigned spoke on the phone with Joshua Cinelli, Media Advisor to Commissioner Michael Copps regarding the Commission's reinstatement of the video description rules pursuant to the Twenty-First Century Communications and Video Accessibility Act of 2010 ("CVAA").

On the call, we discussed American Cable Association's (ACA) belief that the Commission should retain the same flexibility and careful balancing of costs and responsibilities for smaller MVPDs that it achieved in the original video description rules by retaining the "technical capability" exception to the pass-through requirements. Moreover, we spoke about ACA's view on the need for additional time beyond the proposed effective date of January 1, 2012 to ensure that responsible parties have adequate time for effective implementation of the new mandate. Both these issues are addressed in the ACA's written reply comments in the above-captioned rulemaking.¹

If you have any questions, or require further information, please do not hesitate to contact me directly. Pursuant to section 1.1206 of the Commission's rules, this letter is being filed electronically with the Commission.

Sincerely,

Ross J. Lieberman

cc (via email): Joshua Cinelli

¹ See *In the Matter of Video Description: Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010*, Reply Comments of the American Cable Association, MB Docket No. 11-43 (filed May 27, 2011). ACA's position on the "technical capability" exception is found on pages 4-5, and its position on the need for adequate time for effective implementation of the new mandates is found on page 5.