



GEORGETOWN LAW
INSTITUTE FOR PUBLIC REPRESENTATION

June 28, 2012

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth St., SW
Washington, DC 20554
Via electronic filing

Re: Children's Television Obligations of Digital Television Broadcasters, MM Dkt. 00-167, and *Sponsorship Identification Rules and Embedded Advertising*, MB Dkt. 08-90

Dear Ms. Dorch:

On June 28, 2012, Eileen Espejo, Director of National Media Policy for Children Now, and Children Now's counsel, Angela Campbell of Georgetown Law's Institute for Public Representation, met with Holly Sauer, Legal Advisor to Commissioner Jessica Rosenworcel.

Children Now generally discussed how the Commission could better to ensure that the needs of children are being met in the current media environment. They urged that the Commission address the issues raised in a letter from Children Now and the American Academy of Pediatrics on April 11, 2012, a copy of which is attached. Children Now specifically urged the Commission to take action in Docket 00-167 to finalize its tentative conclusion that interactive advertising on children's programs is contrary to the public interest. Children Now noted that it recently provided additional information regarding interactive advertising on television in an *ex parte* filed June 8, 2012. Children Now also urged the Commission to take action in Docket 08-90 to codify the existing policy that product placements and embedded advertising are not permitted in children programs.

Respectfully Submitted,
/s/
Angela J. Campbell

cc: Holly Sauer