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February 5, 2014

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12th St. SW  
Washington, DC 20554

Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167; and Sponsorship Identification Rules and Embedded Advertising, MB Docket No. 08-90

Dear Ms. Dortch:

On Monday February 3, 2014, representatives of the Children's Media Policy Coalition (CMPC) held separate meetings with the following Commissioners and/or their staffs: Commissioner Ajit Pai and his Chief of Staff Matthew Berry; Commissioner Jessica Rosenworcel and her Policy Director Clint Odom; Adonis Hoffman, Chief of Staff, and Stephanie Frank of Commissioner Mignon Clyburn's office; and Courtney Reinhard, Senior Legal Advisor and Chief of Staff to Commissioner Michael O'Rielly. The Children's Media Policy Coalition includes Children Now, Office of Communication, Inc. of the United Church of Christ, Benton Foundation, American Academy of Pediatrics, and American Psychological Association. Attending the meetings on behalf of CMPC were Eileen Espejo, Director of Media and Health Policy for Children Now, Cheryl Leanza representing the United Church of Christ Office of Communication, Inc., and Angela Campbell of the Institute for Public Representation.

The purpose of the meetings was to discuss how the FCC can improve its processes to ensure that broadcast and cable entities meet the special needs of child audiences. In particular, CMPC urged that the Commission issue final orders adopting the tentative conclusions set forth in the two above-referenced proceedings, which have been pending since 2005 and 2008,

\*Admitted to the California bar only; \*\*Admitted to the New York bar only;  
DC bar memberships pending. Practice supervised by members of the DC bar.

respectively. Copies of CMPC's comments setting forth its views regarding those proceedings are attached.

CMPC noted that in the Further Notice in Docket 00-167, the Commission tentatively concluded that it should prohibit interactivity during children's programming that connects viewers to commercial matter unless parents "opt in" to such services. At that time, interactive advertising was just being developed. However, the broadcast of an interactive advertisement during last night's Super Bowl, which is described in the attached article, suggests that the time has come to finalize this conclusion. CMPC also urged that the Commission act in a timely basis on any petition to deny a license renewal for failure to meet public interest obligations under the Children's Television Act of 1990 to provide programming specifically designed to educate children.

Please contact me if you have any questions.

Sincerely,  
/s/ Angela J. Campbell  
Counsel for the CMPC

Attachments:

CMPC Comments in Dkt. 00-167 (filed Apr. 1, 2005)

CMPC Comments in Dkt. 08-90 (filed Sept. 22, 2008)

Alice Truong, Can HGM's Interactive Super Bowl Ad, David Beckham's Body Make TV Shopping

cc:

Commissioner Ajit Pai

Matthew Berry

Commissioner Jessica Rosenworcel

Clint Odom

Adonis Hoffman

Courtney Reinhard