



# PUBLIC NOTICE

Federal Communications Commission  
445 12<sup>th</sup> St., S.W.  
Washington, D.C. 20554

News Media Information 202 / 418-0500  
Internet: <http://www.fcc.gov>  
TTY: 1-888-835-5322

DA 07-3612

Released: August 16, 2007

**MEDIA BUREAU ANNOUNCES COMMENT AND REPLY COMMENT DATES  
FOR THE DTV CONSUMER EDUCATION INITIATIVE  
MB DOCKET NO. 07-148**

**Comments Due: September 17, 2007**

**Reply Comments Due: October 1, 2007**

On July 21, 2007, the Commission adopted a Notice of Proposed Rulemaking for the Commission's Digital Television Consumer Education Initiative ("*DTV Consumer Education NPRM*"), which requested comment on the best means of creating a coordinated, national DTV consumer education campaign.<sup>1</sup> The *DTV Consumer Education NPRM* set deadlines for filing comments and reply comments at 30 and 45 days after publication of the *DTV Consumer Education NPRM* in the Federal Register.<sup>2</sup>

On August 16, 2007, the *DTV Consumer Education NPRM* was published in the Federal Register.<sup>3</sup> Accordingly, comments must be filed on or before September 17, 2007, and reply comments must be filed on or before October 1, 2007. Commenters should follow the filing instructions provided in paragraphs 18 to 23 of the *DTV Consumer Education NPRM*.<sup>4</sup> The *DTV Consumer Education NPRM* is also available on the Commission's website.<sup>5</sup>

For additional information, contact Lyle Elder, [Lyle.Elder@fcc.gov](mailto:Lyle.Elder@fcc.gov), or Eloise Gore, [Eloise.Gore@fcc.gov](mailto:Eloise.Gore@fcc.gov), of the Media Bureau, Policy Division, (202) 418-2120. Press inquiries should be directed to Mary Diamond, (202) 418-2388. TTY: (202) 418-7172 or (888) 835-5322.

By the Chief, Media Bureau

--FCC--

<sup>1</sup> *DTV Consumer Education Initiative*, MB Docket No. 07-148, Notice of Proposed Rulemaking, FCC 07-128 (rel. July 30, 2007) ("*DTV Consumer Education NPRM*").

<sup>2</sup> *Id.* at 1.

<sup>3</sup> *DTV Consumer Education Initiative NPRM*, 72 FR 46014 (August 16, 2007).

<sup>4</sup> *DTV Consumer Education NPRM*, *supra* note 1, at ¶¶ 18-23.

<sup>5</sup> See [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-07-128A1.doc](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-07-128A1.doc).