



PUBLIC NOTICE

Federal Communications Commission
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DA 08-1231

Released: May 29, 2008

**MEDIA BUREAU ANNOUNCES EFFECTIVE DATE FOR
REVISED RULES IN THE DTV CONSUMER EDUCATION INITIATIVE
AND COMMENT AND REPLY COMMENT DATES FOR THE
FURTHER NOTICE OF PROPOSED RULEMAKING
MB DOCKET NO. 07-148**

Effective Date: May 30, 2008

Comments Due: June 27, 2008

Reply Comments Due: July 14, 2008

On April 23, 2008, the Commission adopted, *sua sponte*, the *Order on Reconsideration and Further Notice of Proposed Rulemaking* in the Commission's proceeding regarding DTV consumer education ("*Order*" or "*Further Notice*"). The *Order* revised and clarified rules requiring consumer electronics manufacturers and eligible telecommunications carriers (ETCs) to provide consumers with information about the digital television transition.¹ On May 19, 2008, the *Order* was published in the Federal Register.² On May 22, 2008, the Commission received OMB approval of the rules.³ Therefore, pursuant to the *Order*, the effective date for the revised rules is May 30, 2008.⁴

The *Further Notice* requested comment on expanding the educational requirements of ETCs and multichannel video programming distributors. It set deadlines for filing comments and reply comments at 30 and 45 days after publication of the *Further Notice* in the Federal Register.⁵

¹ *DTV Consumer Education Initiative*, MB Docket No. 07-148, Order on Reconsideration and Further Notice of Proposed Rulemaking, FCC 08-119 (rel. April 23, 2008) ("*Order*" or "*Further Notice*"). The *Order* is also available on the Commission's website. See http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-119A1.doc.

² *Order*, 73 FR 28727 (May 19, 2008).

³ See OMB Control Number 3060-1115.

⁴ *Order* at para 30.

⁵ *Id.* at 1.

On May 28, 2008, the *Further Notice* was published in the Federal Register.⁶ Accordingly, comments must be filed on or before June 27, 2008, and reply comments must be filed on or before July 14, 2008. Commenters should follow the filing instructions provided in paragraphs 25 to 28 of the *Further Notice*.⁷ The *Further Notice* is also available on the Commission's website.⁸

For additional information, contact Lyle Elder, Lyle.Elder@fcc.gov, of the Media Bureau, Policy Division, at (202) 418-2120 or Eloise Gore, Eloise.Gore@fcc.gov, of the Media Bureau, at (202) 418-7200. Press inquiries should be directed to Clyde Ensslin, (202) 418-0506. TTY: (202) 418-7172 or (888) 835-5322.

By the Chief, Media Bureau.

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⁶ *Further Notice*, 73 FR 30591 (May 28, 2008).

⁷ *Further Notice*, *supra* note 1, at ¶¶ 25-28.

⁸ *Supra* note 1.