



PUBLIC NOTICE

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CONSUMER EDUCATION QUARTERLY ACTIVITY REPORT (FCC FORM 388)

NOW AVAILABLE TO BE FILED IN THE CONSOLIDATED DATABASE SYSTEM (CDBS)

In the *DTV Consumer Education Order* the Commission sought to ensure widespread consumer understanding of the benefits and mechanics of the transition by promoting a coordinated, national DTV consumer education campaign.¹ One facet of this campaign was the establishment of a requirement that commercial and noncommercial broadcasters provide on-air information to their viewers about the DTV transition by compliance with one of three alternative sets of rules, and report those efforts to the Commission and the public.² In particular, the Commission required that the efforts be recorded on Form 388 and filed electronically with the Commission.

The next report, covering the second quarter of 2008, is due by July 10, 2008. This second quarter report covers mandatory and voluntary consumer education activities by all full power broadcasters from April 1 through and including June 30, 2008. Reports on Form 388 are to be submitted to the FCC, retained in the station file, and posted on the station's website, if the station has a website. If in the first quarter report, a station checked a compliance option in error and has, in fact, complied with a different option during the second quarter, the station should indicate the option followed in this filing.³

¹ *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, Report and Order, 23 FCC Rcd 4134 (Rel. Mar. 3, 2008) ("*DTV Consumer Education Order*").

² *Id.* at ¶¶ 7-35 and at Appendix B, Sections 73.3526 and 73.3527.

³ Broadcasters must elect to comply with one of three options, as described in 47 C.F.R. §§ 73.674 (c), (d), and (e), and indicate that election on Form 388. *DTV Consumer Education Order* at ¶ 9.

FCC Form 388 is now available in the Consolidated DataBase System (CDBS) and the CDBS electronic filing format must be used when submitting FCC Form 388.⁴ For more information on filing via CDBS, please visit: <http://www.fcc.gov/mb/cdbs.html>.

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⁴ By Order in MB Docket No. 07-148, the forms are no longer to be filed in the Electronic Comment Filing System (ECFS). See 47 C.F.R. §§ 73.3526 (e) (11) (iv) and 73.3527 (e) (13), as amended. *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, Order, FCC 08-153 (Rel. June 16, 2008) (“Order”). This Order was adopted on June 12, 2008 and released on June 16, 2008. The rule revisions will be effective upon publication in the Federal Register, which is scheduled before June 30, 2008. Form 388 is available now for the convenience of stations that want to begin preparing their filings in advance of the due date, July 10, 2008.