



PUBLIC NOTICE

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WIRELESS TELECOMMUNICATIONS BUREAU REMINDS 700 MHZ BAND LICENSEES OF QUARTERLY REPORTING REQUIREMENTS RELATING TO DTV CONSUMER EDUCATION OUTREACH

MB DOCKET NO. 07-148

In this Public Notice, the Wireless Telecommunications Bureau (WTB) reminds 700 MHz Band licensees holding license authorizations obtained in Auction 73 that they must file quarterly reports indicating whether outreach efforts have been taken to educate consumers about the transition from analog broadcast television service to digital broadcast television (DTV), and detailing what specific efforts, if any, were undertaken.

This requirement, set forth in Commission rule section 27.20,¹ was established in the Commission's *DTV Consumer Education Initiative Report and Order* (adopted February 19, 2008) that addresses consumer education about the DTV transition.² Because the DTV transition must be completed by February 17, 2009, the quarterly reporting requirement extends only through the first quarter of 2009 (the last quarter that would cover the DTV transition). This reporting requirement applies to each licensee holding a Wireless Communications Services license authorization in the following spectrum blocks: Block A in the 698–704 MHz and 728–734 MHz bands, Block B in the 704–710 MHz and 734–740 MHz bands, Block E in the 722–728 MHz band, Block C in the 746–757 MHz and 776–787 MHz bands, and Block D³ in the 758–763 MHz and 788–793 MHz bands.

¹ 47 C.F.R. § 27.20.

² DTV Consumer Education Initiative, MB Docket No. 07-148, *Report and Order*, 23 FCC Rcd 4134, at ¶ 59 (2008) (*Order*), available at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-56A1.doc, *Order on Reconsideration and Further Notice of Proposed Rulemaking*, 23 FCC Rcd 7272 (2008) (*Order on Reconsideration*), available at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-119A1.doc. See also Media Bureau Announces Effective Date For the Rules in the DTV Consumer Education Initiative, *Public Notice*, MB Docket No. 07-148, DA 08-757 (rel. Mar. 28, 2008), available at http://hraunfoss.fcc.gov/edocs_public/attachmatch/DA-08-757A1.doc.

³ Because the reserve price for the D Block was not met, there was no winning bidder for that license. The Commission chose not to immediately re-offer the D Block license in Auction 76, making Auction 76 unnecessary. This decision provided time for the Commission to re-evaluate the D Block license conditions. See Auction of the D Block License in the 758-763 and 788-793 MHz Bands, AU Docket No. 07-157, *Order*, 23 FCC Rcd 5421 (2008), available at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-91A1.doc. See also Service Rules for the 698-746, 747-762, and 777-792 MHz Bands, WT Docket 06-150, *Second Further Notice of Proposed Rulemaking*,

The first report that must be filed by a licensee is the quarterly report of the first quarter in which that licensee obtains the 700 MHz license authorization.⁴ The quarterly reports are due no later than the following dates:

- **2nd Quarter 2008** (covering April-June) – Due no later than **July 10, 2008**;
- **3rd Quarter 2008** (covering July-Sept.) – Due no later than **October 10, 2008**;
- **4th Quarter 2008** (covering Oct.-Dec.) – Due no later than **January 12, 2009**; and
- **1st Quarter 2009** (covering Jan.-March) – Due no later than **April 10, 2009**.

Thus, for example, if the license is issued prior to July 1, 2008, the first report must be filed no later than July 10, 2008. If the license is issued on or after July 1, 2008, through and including September 30, 2008, the first report must be filed no later than October 10, 2008. If the license is issued on or after October 1, 2008, through and including December 31, 2008, the first report must be filed no later than January 12, 2009.⁵ If the license is issued on or after January 1, 2009, through and including March 31, 2009, the first report must be filed no later than April 10, 2009.⁶

Specifically, each licensee must file a quarterly report with the Commission “indicating whether, in the previous quarter, it has taken any outreach efforts to educate consumers about the transition from analog broadcast television service to digital broadcast television service (DTV) and, if so, what specific efforts were undertaken.”⁷ Thus, each licensee is obligated to file a quarterly report regardless of whether it has in fact taken any outreach efforts during the previous quarter.

Each quarterly report, either paper or electronic, must be filed with the Commission in MB Docket Number 07-148. If the quarterly report is a paper filing, the cover sheet must clearly state “Report.” If the report is filed electronically using the Commission’s Electronic Comment File System (EFCS), the “Document Type” on the cover sheet should indicate “REPORT.”⁸

FOR FURTHER INFORMATION, CONTACT: Joyce Jones, Attorney Advisor, Mobility Division, Wireless Telecommunications Bureau, at (202) 418-1327. Press inquiries should be directed to Matthew Nodine, Wireless Telecommunications Bureau, at (202) 418-1646.

Action by the Chief, Mobility Division, Wireless Telecommunications Bureau.

FCC 08-128 (rel. May 14, 2008), *available at* http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-128A1.doc. We note that any licensee granted authority, on or prior to March 31, 2009, to operate on the Block D, would be subject to the reporting requirements of rule section 27.20, 47 C.F.R. § 27.20.

⁴ See 47 C.F.R. § 27.20(b). The reporting requirements terminate once the licensee has filed its quarterly report covering the first quarter of 2009. 47 C.F.R. § 27.20(c).

⁵ Because January 10, 2009, falls on a Saturday, quarterly filings due on this day may be filed on the next business day (January 12, 2009). 47 C.F.R. § 1.4(j).

⁶ See *id.*

⁷ See *id.* § 27.20(b).

⁸ See *id.*