



NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

For Immediate Release
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FCC Opens Comment Period on Joint Proposal for Changes to Children's Television Rules

Washington, DC – The Federal Communications Commission (FCC) today adopted a *Second Further Notice of Proposed Rulemaking* in the Children's Television Obligations of Digital Television Broadcasting proceeding. The *Notice* seeks public comment on a joint proposal filed by several broadcast and programming entities and children's television advocates regarding previously adopted requirements of television licensees to provide educational programming for children.

Specifically, the FCC seeks comment on whether, and to what extent, the Commission should adopt the joint proposal's recommendations for modification of the rules set forth in the *Report and Order and Further Notice of Proposed Rulemaking* adopted September 9, 2004, or any alternative modifications.

The joint proposal recommends modifications or clarifications for the following five Children's Television rules:

- the website rule
- the host-selling rule
- the promotions rule
- the preemption rule
- the multicasting rule

The Commission recently extended the effective date of certain Children's Television rules, adopted in September 2004, due to reported progress by the parties to resolve their differences in this matter (*Order Extending Effective Date*, December 16, 2005). The parties informed the Commission that they had reached an agreement on recommendations that, if adopted, would resolve their concerns with Commission rules. The parties filed their proposed resolution, "Joint Proposal of Industry and Advocates on Reconsideration of Children's Television Rules," with the Commission on February 9, 2006. The joint proposal can be found online at www.fcc.gov.

Action by the Commission March 17, 2006, by *Second Further Notice of Proposed Rulemaking*, (FCC 06-33). Chairman Martin, Commissioners Copps, Adelstein, and Tate. Separate statements issued by Chairman Martin, and Commissioners Copps, Adelstein and Tate.

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