

STATEMENT OF COMMISSIONER ROBERT M. MCDOWELL

Re: In the matter of Children's Television Obligations of Digital Television Broadcasters, Second Order on Reconsideration and Second Report and Order, MM Docket 00-167

I am delighted to support this Order. Most of the rule modifications adopted in the Order were proposed by an unlikely coalition of entities, all of whom share a commitment to serving the interests of children, but who often find themselves on opposing sides in proceedings before the Commission. I applaud this diverse coalition of children's advocacy groups, broadcast networks, children's programming networks, cable companies and advertisers for their efforts to forge a private sector solution to this challenge. It is no secret that I prefer private sector solutions over government intervention whenever possible. The proposal we are approving today provides helpful clarifications of our programming processing guidelines and website address rules.

In the end, our children will be the ones who will benefit from the implementation of these rules. As a father a 7-year-old and a 5-year-old, I am particularly aware of the plethora of commercial messages that bombard our children daily. I am pleased that representatives of the media and advertising industries have worked so hard with members of the public interest community to find solutions that strike a workable balance between entertainment and commerce for children's television. Congratulations!