



# NEWS

**Federal Communications Commission**  
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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. Circ 1974).

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For Immediate Release:  
November 2, 2007

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## **FCC RELEASES AGENDA FOR NOVEMBER 8, 2007** **DIGITAL TELEVISION CONSUMER EDUCATION WORKSHOP** **FOCUSING ON SENIORS**

*Washington, DC* -- The Commission has released the agenda for its Digital Television Consumer Education Workshop focusing on seniors to be held Thursday, November 8, 2007, at FCC Headquarters, 445 12<sup>th</sup> St., SW, Washington, DC, in the Commission Meeting Room. It will begin at 10:00 a.m. and end at 1:15 p.m.

The purpose of the workshop is to provide an opportunity for interested parties to discuss the challenges associated with ensuring that seniors receive and can act on information regarding the upcoming transition and explore ways to develop coordinated consumer education activities. There will also be a demonstration of digital-to-analog converter boxes. An agenda for the Workshop is attached.

A live webcast of the hearing will be available at the FCC's website at <http://www.fcc.gov/realaudio/#nov8> on a first-come, first-served basis. During the workshop, the public can e-mail questions for the panelists at [dtvworkshop@fcc.gov](mailto:dtvworkshop@fcc.gov).

Reasonable accommodations for people with disabilities are available upon request. Include a description of the accommodation you will need with as much detail as possible. Also include a way we can contact you if we need more information. Please allow at least 5 days advance notice; last minute requests will be accepted, but may be impossible to fill. Send an e-mail to [fcc504@fcc.gov](mailto:fcc504@fcc.gov) or call the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (tty).

For more information about the Workshop, please contact Pam Slipakoff at (202) 418-7705, [pam.slipakoff@fcc.gov](mailto:pam.slipakoff@fcc.gov), or Lauren Patrich at (202) 418-7944, [lauren.patrich@fcc.gov](mailto:lauren.patrich@fcc.gov).

**AGENDA FOR  
FEDERAL COMMUNICATIONS COMMISSION  
DIGITAL TELEVISION CONSUMER EDUCATION WORKSHOP  
FOCUSING ON SENIORS**

**FCC Headquarters  
445 12<sup>th</sup> Street, S.W., Washington, D.C. 20554  
Commission Meeting Room**

**November 8, 2007**

**9:00 a.m. – 10:00 a.m.    Pre-Program Demonstration of Digital-to-Analog Converter Boxes**

**10:00 a.m. – 10:15 a.m.    Welcome**  
*FCC Chairman Kevin J. Martin*  
*FCC Commissioner Jonathan S. Adelstein*

**10:15 a.m. – 11:30 a.m.    How to Reach Seniors on the DTV Transition**  
  
*Moderator:* Cathy Seidel, Chief, FCC Consumer and Governmental Affairs Bureau

*Roundtable Participants:*

Enid Borden, CEO, Meals on Wheels Association of America

Dr. Clarence Brown, Executive Director, District of Columbia Office on Aging

Carol Crecy, Director of Communications and Consumer Services, US Administration on Aging

Sandy Markwood, CEO, National Association of Area Agencies on Aging

Scott Sawicki, Manager/Federal Affairs, Retirement Living TV/Erickson Retirement Communities

Emily Sheketoff, Executive Director, American Library Association/Washington, DC

**11:30 a.m. – 11:45 a.m.    Break**  
*Attendees are encouraged to view converter box demonstration.*

**11:45 a.m. – 1:00 p.m.      How to Provide Support to Seniors on the DTV Transition**

*Moderator:* Cathy Seidel, Chief, FCC Consumer and Governmental Affairs Bureau

*Roundtable Participants:*

Mark Anderson, Director and Co-Founder, “We Are Family DC”

Barbara Dieker, Director, Office of Consumer Choice and Protection, US Administration on Aging

Steve Hannan, Executive Director, Maryland Consumer Rights Coalition, and formerly Executive Director, Howard County Office of Consumer Affairs

Jo Reed, AARP, Coordinator for Livable Communities and Consumer Issues

Bennett Rushkoff, Acting Deputy Attorney General, Public Advocacy Division, D.C. Office of the Attorney General

**1:00p.m. – 1:15 p.m.      Wrap Up**

**1:15 p.m. – 2:00 p.m.      Demonstration Continues**