



OFFICE OF
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

March 3, 2008

Michael J. Copps
Commissioner
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Dear Commissioner Copps,

Thank you for your letter outlining ways in which the Commission could gain real-world experience readying broadcasters and consumers in advance of the upcoming digital transition. I believe that you have presented some interesting ideas that I am in favor of pursuing, including switching a small number of test markets to all-digital service before February 17, 2009.

At the same time, as you acknowledge, there are many technical and practical challenges with planning and conducting full-scale test markets so close to the transition date. For example, as you note, this would require the voluntary participation of an entire community or market and would be challenging from a consumer education perspective. I will ask our DTV Task Force to coordinate with various industry stakeholders to begin exploring how we could undertake many of these initiatives, including the more limited DTV field tests, in a timely fashion.

I fully share your desire that we do everything we can to best prepare consumers for the upcoming transition. I look forward to continuing our dialogue on these issues. Facilitating a smooth and successful transition is a top priority for the Commission. And, as Chairman, I am committed to taking whatever actions are necessary to minimize the potential burden the digital transition could impose on consumers and maximize their ability to benefit from it.

Sincerely,

A handwritten signature in black ink that reads "Kevin J. Martin".

Kevin J. Martin