

**STATEMENT OF
CHAIRMAN KEVIN J. MARTIN**

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

I support this Order addressing the children's television obligations of broadcasters. It is important that television play a positive role in children's lives. Both Congress and the Commission have recognized television's potential to do so and taken steps to ensure that television helps to educate and inform children. Broadcasters must be mindful of the unique needs and vulnerabilities of children.

A little over two years ago, the Commission revised its rules governing children's television to reflect changes in technology, such as the advent of digital television.¹ These revisions were challenged by a number of parties, representing diverse interests, and many have not taken effect. Recognizing the important issues involved, children's advocates and media companies came together to discuss their concerns with the rule changes. Working together, they developed recommendations designed to ensure that the interests of children are well protected. In March, the Commission issued a Second Further Notice of Proposed Rulemaking, seeking comment on their proposals.²

I am pleased that the Commission today adopts these recommendations. I'd like to again recognize the efforts of the children's organizations and companies who spent an enormous amount of time and energy developing these proposals. These proposals recognize the business environment in which broadcasters and cable programmers operate and the need for flexibility but do not sacrifice the interests of children.

¹ *Children's Television Obligations of Digital Television Broadcasters*, Report and Order and Further Notice of Proposed Rulemaking, 19 FCC Rcd 22943 (2004).

² *Children's Television Obligations of Digital Television Broadcasters*, Second Further Notice of Proposed Rulemaking, 21 FCC Rcd 3642 (2006).