

**STATEMENT OF  
COMMISSIONER JONATHAN S. ADELSTEIN**

*Re: DTV Consumer Education Initiative*

My support for this item is bittersweet. I'm disappointed that it has taken the Commission nearly a year and a half since the February 17, 2009 deadline became law to begin to take seriously its obligation to inform the American people about the impending DTV transition. Nevertheless, I'm pleased that, after more than a little nudge from Chairman Dingell and Chairman Markey, this Commission is finally asking the right questions about how we – the Commission, broadcasters, cable operators, consumer electronics retailer and manufacturers – can leverage our respective resources to deliver a coordinated message to the American people.

While we've lost a year and a half since the DTV transition deadline was enacted, we have about the same amount of time remaining to get our act together. For starters, that means creating a Federal DTV Transition Task Force with the National Telecommunication and Information Administration to leverage the existing resources of the entire federal government, and to develop a unified, coherent message among all levels of government. Also, while this NPRM is necessary, the Commission should not wait for months until we issue an order before we begin to talk to the affected industries in a constructive manner. The vast majority of the proposals discussed in today's Notice could be accomplished if the Commission would simply confer with the affected industries.

We simply cannot afford to waste any more time.