

**STATEMENT OF
COMMISSIONER ROBERT M. McDOWELL**

Re: *Amendment of Parts 73 and 74 of the Commission's Rules to Establish Rules for Digital Low Power Television, Television Translator, and Television Booster and to Amend Rules for Digital Class A Television Stations*, (MB Docket No. 03-185).

I vote in support of this Order, which will start the process to bring the DTV transition to a close by establishing procedures and a September 1, 2015 deadline for low power television stations to transition to digital signals. The Order also requires all low power television stations located in channels 52 to 69, also known as the 700 MHz band, to either relocate to television channels below Channel 52 or cease operations by December 31, 2011. The relocation of these stations will clear the 700 MHz band allowing for the successful deployment of wireless services by commercial wireless providers and public safety entities.

Our action today promotes a well-established Commission goal of putting the nation's spectrum resources to the most efficient and productive use. I remain mindful, however, of the significant benefits delivered by low power television to local communities, especially throughout rural America. For this reason, we must ensure that this digital transition is implemented as smoothly as possible, building upon the lessons learned from the DTV transition. I am pleased to see that many of the rules and procedures implemented in this Order include improvements based upon the wealth and breadth of experience gained by the committed FCC staff during the full power digital transition. It should always be our goal to improve our processes and strive to do better.

The one thing I learned from my involvement with the full power DTV transition is to expect the unexpected. As was the case with the first digital transition, unanticipated challenges are bound to arise. Although our past experiences may be useful in mitigating such surprises, there are significant differences in scope between the digital transition of full power and low power television stations. In this light, I do have some concerns about the Commission's representations regarding possible consumer outreach efforts, such as third-party and expanded FCC call centers, walk-in DTV help centers, and staff contact with local communities. Although we do not "decide on the exact form and extent of our consumer education," consumers and policymakers alike should be made aware that we may not have at our disposal the same private sector resources and funding for consumer education that was available for the first digital transition. We therefore must be careful to not raise undue expectations regarding potential outreach efforts. Furthermore, we should manage our available assets prudently to ensure that we are able to provide assistance to those areas that are most dependent on low power television and most likely to be affected.

I thank the Media Bureau for their work on this Order and the hard work that is yet to be done as we prepare to embark on what will hopefully be a seamless and successful digital transition.